

The Magazine for Executives

MAY 16, 1953

THE BIG TEN IN 1952—

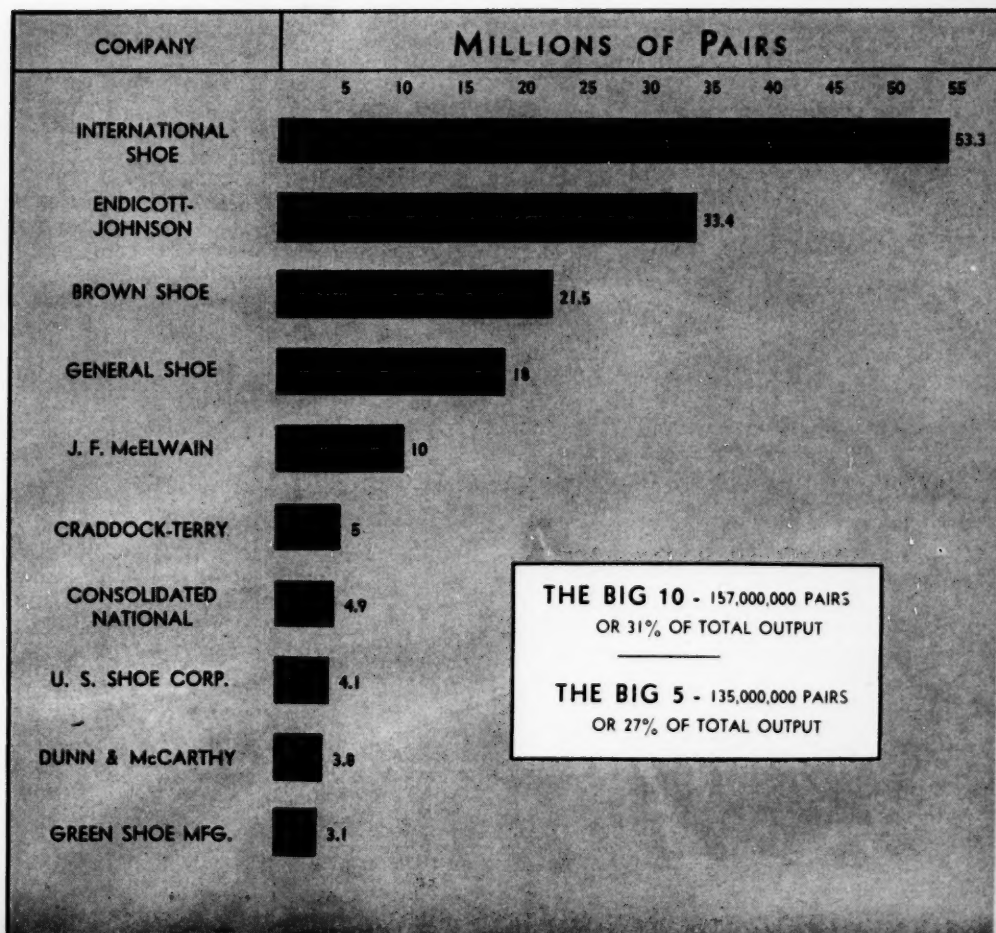
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LEATHER AND SHOES

Vol. 125 May 16, 1953 No. 20

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MEMBER: Audit Bureau of Circulations

Coming Events

May 25, 1953—Joint Meeting, Metropolitan New York Region of National Hide Association and National Association of Importers and Exporters of Hides and Skins. Hotel New Yorker.

June 7-10, 1953—Annual Convention of American Leather Chemists' Association. Netherland-Plaza Hotel, Cincinnati, O.

June 13-15, 1953—Shoe Service Industry Trade Exposition. Sponsored by Shoe Service Institute of America, in conjunction with its 48th Annual Convention. Hotel Sherman, Chicago.

June 15-16, 1953—Annual Spring Meeting of National Hide Association. Shamrock Hotel, Houston, Texas.

Aug. 2-6, 1953—National Luggage and Leather Goods Show. Sponsored by Luggage and Leather Goods Manufacturers of America, Inc. Hotel New Yorker, New York City.

August 17-19, 1953—Allied Shoe Products and Style Exhibit. Hotel Belmont-Plaza, New York City.

August 18-19, 1953—Showing of American Leathers for Spring and Summer, 1954. Sponsored by Tanners' Council of America. Waldorf-Astoria, New York City.

Sept. 6-11, 1953—Annual Meeting, International Union of Leather Chemists Societies. Barcelona, Spain.

October 11-14, 1953 — Canadian Shoe & Leather Convention and Shoe Fair. Sponsored by shoe manufacturers, shoe suppliers and tanners. Mount Royal Hotel, Montreal.

Oct. 21, 1953—Annual Fall Meeting, National Hide Association. Edgewater Beach Hotel, Chicago, Ill.

October 22-23, 1953—Annual Fall Meeting of Tanners' Council of America. Edgewater Beach Hotel, Chicago.

Oct. 26-29, 1953—National Shoe Fair, sponsored jointly by National Shoe Manufacturers Association and National Shoe Retailers Association at the Palmer House and other Chicago hotels.

Nov. 29-Dec. 3, 1953—Popular Price Shoe Show of America showing of footwear for Spring and Summer 1954. Sponsored by National Association of Shoe Chain Stores and New England Shoe and Leather Association. Hotels New Yorker and McAlpin, New York City.

Feb. 14-16, 1954—Factory Management Conference. Sponsored by National Shoe Manufacturers Association. Netherlands Plaza Hotel, Cincinnati, O.



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G-942 TANNING AGENT

BETTER THINGS FOR BETTER LIVING . . . THROUGH CHEMISTRY



Is the leather industry's growth to be limited because it's tied to a "by-product"? Not at all — if it looks for

A BIGGER WATER HOLE

FOR decades, now, we've heard it said and resaid that because leather (or its rawstock) is a by-product, the leather industry has little control over its destiny as regards supply and prices.

It's pointed out that our supply of most hides and skins swings on the whimsies of domestic and foreign meat appetites. The lower the meat consumption the lower the livestock kill, and hence the lower the supply of hides and skins. When supply goes down, prices go up, and the royal whirligig starts.

It's all simple, traditional arithmetic. Or, if you prefer the more elite term, economics. And, in the light of this rational approach, it's all quite true. Nobody has yet learned to outspar or outwit the stubborn law of supply and demand.

But there's something about this law of supply and demand, something about this destiny hitched to a by-product, that doesn't leave it the nice, pat case it appears to be on the surface.

Tail Wagging Dog

Now take this matter of supply. It seems to us that the shoe and leather industry is the acme of industrial patience when it has to stand by waiting until cows enter a slaughter pen until it can figure its prices. It seems to us that by this traditional process the tail is wagging the dog.

What we're getting at is this. When we talk about rawstock supply we automatically talk about a *limited* supply—cattle, calves, sheep, goats. There is little or nothing that the shoe and leather industry can do about *that* supply because the supply hinges solely upon the human appetite and consumption of meat.

And that's what discourages us—because with few exceptions we haven't gone beyond these traditionally limited resources in search of new sources of supply.

There is hardly a living creature whose skin can't be flayed and tanned. The skins or hides of these creatures in many instances are not commercially practicable, of course. However, in many cases they are, or can be made of major commercial value.

For example, snakes, lizards, alligators, kangaroos and other animals are killed solely for their skins. There is no dependency here on the universal appetite for meat. Therefore, in these cases we hold the destiny of supply in our own hands.

Few Pigskins Tanned

But even in some instances where we depend upon meat appetites for our rawstock supply, we haven't taken full advantage of that supply. Pigskins, for example. Some 140 million hogs killed yearly, yet only about two percent of these skins used for tanning. Up to recently the obstacle was the cost factor—the hogs had to be hand-skinned. But now we have a practical machine. The mystery is, why wasn't it invented earlier to obtain access to the vast rawstock supply?

The tanning of fishskins is centuries old, but never has reached large-scale commercial level. Yet only a paltry effort, relative to other leather-making efforts, has gone into developing this vast resource.

Using the same simple arithmetic as we've always used, an increase in the supply of rawstock should strongly temper the traditional tendencies of rise-and-fall in prices, especially in periods of stronger demand.

Next, a substantial increase in general rawstock supply allows the tanning industry to seek many new markets for leather—and seek them without fear that demand will force prices upward because of limited supply. Such new markets could well lead the tanning industry into becoming

a two-billion instead of a one-billion-dollar industry, to which it is currently restricted.

Thirdly, a substantial increase in both the quantity and *variety* of rawstock (and of leathers, of course) could spurt new demand for leathers for many uses—and a demand that could be adequately met without price inflation.

In the latter case we'd like to point up the recent innovation of ostrich leather shoes by a couple of our largest shoe producers. A novelty leather, yes—but so were reptiles when first introduced. We'd like to point up the mass-production job being done on work shoes made of pigskin—a leather long neglected as a mass-consumption or "commercial" leather for shoes. We'd like to point up the warm reception given to the first commercially tanned salmon skins—a truly handsome leather for fashionable shoes.

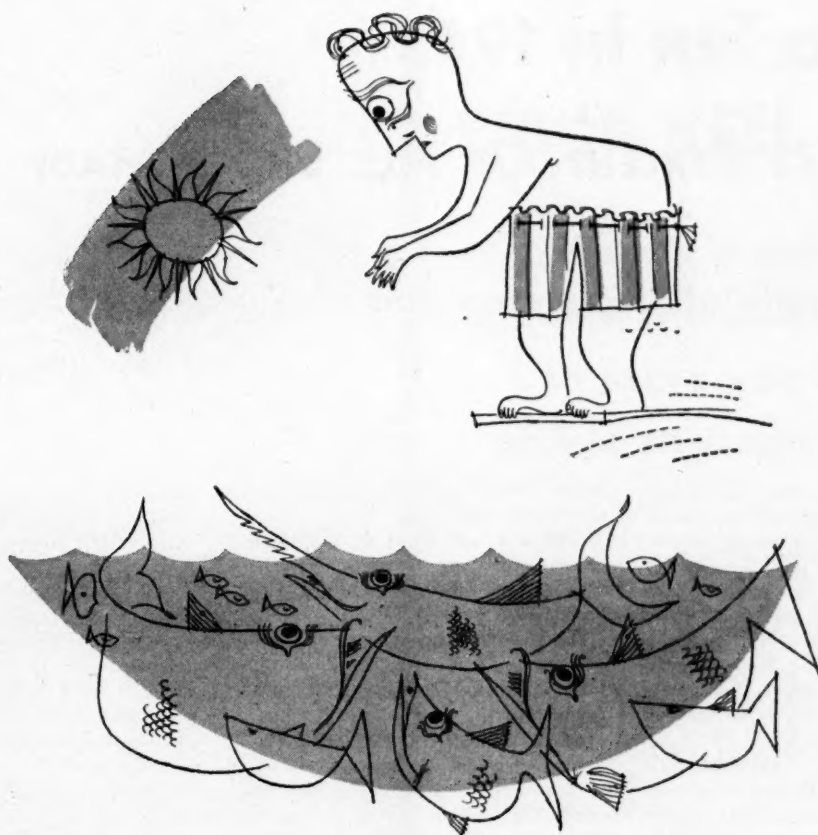
Plea for New Leathers

Leather consumers have long been asking for "new" leathers. There are dozens of potentially commercial types of skins which have yet to be developed—which could open new vistas in merchandising and dramatic sales possibilities.

Therefore, the theme of "limited supply" is a theme in itself limited. If we depend upon a shallow water hole for supply, the supply is obviously limited because it is dependent upon a whimsical rainfall. If we depend upon a large river, supply is unlimited.

The important thing to remember is that neither the water hole nor the river will change its position. It's up to the individual dependent upon the supply to make the move.

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THE BIG TEN IN 1952—

31 PERCENT OF ALL SHOES MADE

Here's an "official" score sheet and comparative ratings in shoes

THE first 10 shoe manufacturing firms in the U. S. in 1952 produced 157,000,000 pairs of shoes, or 31 percent of all the shoes produced by the industry last year. This ratio of output has been fairly consistent over past years, which shows that these companies are holding their proportion of footwear output, and may even be showing a slight increase in that ratio.

The "Big Five" (International, Endicott-Johnson, Brown, General and McElwain) accounted for 27 percent of the total shoe output in 1952, or 135 million pairs. The output of the "Big Five" amounted to 86 percent of the production chalked up by the first 10 firms. In short, more than four-fifths of the output of the 10 leading firms was accounted for by the "Big Five."

After the first 10, the next six firms accounted for nearly 15,000,000 pairs of shoes in 1952—or about three percent of the industry's total output. These firms are listed as H. H. Brown Shoe Co., Ettelbrick, Weinbrenner, Weyenberg, Kinney and Rondeau. Each of these firms produced between two and three million pairs. Other firms—though figures have not been available—might be included in this group. For example, Lown, Mid-States, Sudbury, etc.

The first 10 firms accounted for 163 shoe manufacturing plants, or about 14 percent of the total of approximately 1,280 plants in the U. S. The "Big Five" owns a total of 140 plants, or about 11 percent of the total in the U. S. These 140 plants turn out 135,000,000 pairs of shoes, or 26 percent of the nation's total.

These 1952 figures comply closely with the U. S. Department of Com-

merce study made in 1949, which showed the following:

The first four firms accounted for 26 percent of total shoe output.

The first eight firms accounted for 35 percent.

The first 20 firms accounted for 43 percent.

And the first 50 firms produced 57 percent of the total.

If the figures for 1949 and 1952 are given close comparative study, they reveal a trend toward less concentration of shoe output among the first 50 companies. The decrease has

not been large between 1949 and 1952, but it is significant in terms of representing a trend.

For example, the 1949 study showed that the first eight firms produced about 35 percent of the shoes, whereas in 1952 the first ten firms produced only 31 percent of the total. In 1949 the first 20 firms produced about 43 percent of the total, whereas in 1952 this group accounted for only about 39 percent.

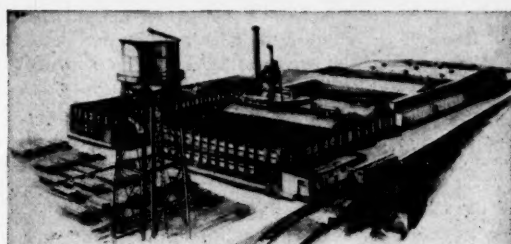
However, though complete figures are not presently available, it would

(Concluded on Page 10)

The Big Ten—How They Rated In 1952

Company	Position		Production (Prs.)		Plants
	1952	1951	1952	1951	
International Shoe Co.	1	1	53,341,250	48,333,400	60
Endicott-Johnson Corp.	2	2	33,372,750	37,505,100	24
Brown Shoe Co.	3	3	21,500,000	19,591,000	28
General Shoe Co.	4	4	18,000,000*	16,000,000*	18
J. F. McElwain Co.	5	5	10,000,000*	9,000,000*	10
Craddock-Terry Shoe Co.	6	7	5,013,000	4,378,000	7
Consolidated National Shoe Co.	7	6	4,980,000*	4,500,000*	6
U. S. Shoe Corp.	8	8	4,108,000	4,158,200	7
Dunn & McCarthy, Inc.	9	9	3,840,000*	3,500,000*	2
Green Shoe Mfg. Co.	10	10	3,100,000	2,750,000	1
			157,255,000	149,715,700	163

* Approximate



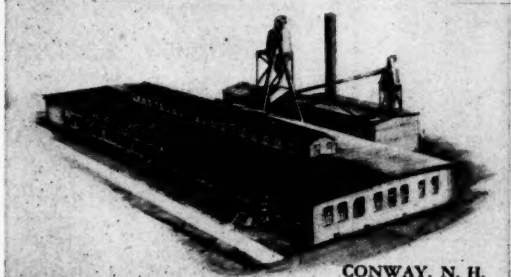
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range count on Mears wood heel blocks
for dependability of performance.

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HEEL COMPANY, INC.**

General Offices: 2 South Broadway,
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THE BIG TEN

(Concluded from Page 8)

seem that the total output of the first 50 firms is not significantly changed from that in 1949. In short, these first 50 firms probably still account for about 57 percent of the total output of the industry.

Also, there are some indications that a more evenness of production spread is taking place among the first 50 firms. This, of course, doesn't mean that the "Big Five" are losing any of their output to the lesser sized firms. The "Big Five" have been showing a steady increase. However, the *proportion* of production increase

has probably been slightly more among the smaller firms (of the first 50) than among the first 10.

However, the recent trend toward factory-owned shoe stores may gradually and significantly alter this picture over the next few years. This activity, particularly among the "Big Five" in the past couple of years especially, is aimed at two results: (1) enlarging the scope of combined retail-manufacturer activity; (2) greater assurance of retail outlets and sales through those outlets.

Obviously, the level of retail sales determines the level of shoe factory production. Factories with "guaranteed" or personally-owned retail out-

lets would appear to stand better chance of getting a larger share of the sales market in proportion to the increase in the number of their "guaranteed" stores. And this, of course, would tend to raise their level of output (supply) at a faster rate than that of manufacturers with no assured retail outlets.

This plan, of course, contains an element of potent backfire. If the trend continues to intensify, there is always the possibility of a mutinous uprising among independent and other retailers selling shoes. In principle there can be strong objection to the manufacturer owning his own store across the street from a store



EST. 1924

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The Next Six Firms

Shoe Production

Company 1952 1951

H. H. Brown Shoe Co.	3,000,000	3,000,000
Ettelbrick Shoe Co.	2,691,000	2,307,200
A. H. Weinbrenner Co.	2,432,500	2,324,300
Weyenberg Shoe Mfg. Co.	2,385,000	2,223,400
G. R. Kinney Co.	2,212,000	2,162,100
H. O. Rondeau Shoe Co., Inc.	2,012,500	1,396,000
	14,723,000	13,413,000

Note: Other firms, where figures are not officially available, but which also probably fall into the 2-to-3-million-pair class, are such firms as Mid-States Shoe, Lown Shoe, Sudbury Shoe, etc.

in which he is trying to place his shoes. It does seem incongruous that on one hand he is serving as a supplier to a shoe store, and on the other hand a direct competitor to that same store.

As yet, however, there has been no open or large-scale rebellion against this trend; perhaps because it has not yet enlarged to serious proportions. But it has aroused much comment—and comment always precedes concrete action. Whether current comment will reach the point of concrete action is something to be watched over the next few years.



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KOREON

SODIUM BICHROMATE

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HIDE EXPORTS MAY BE CURTAILED

SENATE PLANS STUDY OF EXPORT CONTROLS

High Rate Of Shipments Cause For Concern

A full-scale study of export controls, which affect hides and skins and other commodities, is planned by the Senate Banking Committee.

This became clear today after the Senate passed a one-year extension of the export control law. The House earlier voted to extend it three years. The difference is being worked out by a conference committee.

Warning By Taft

Senator Robert A. Taft, R., Ohio, Senate leader, warned that the export controls "have been used by Americans on international commissions to assist them in a kind of cartelization of various commodities in short supply throughout the world.

"I have always questioned the wisdom of such power."

He then suggested a study of the law and its operations, a suggestion endorsed by other Senators on the Banking committee.

With the outbreak of the Korean war, the export of hides and skins was restricted by quota to keep a supply at home. Presently, hides and skins are exported on an "open basis" that is, without limit in quantity, but the government forbids exports to Soviet and satellite countries.

At the moment, figures from the Office of International Trade indicate that hides and skin are being exported at a record rate, keeping pace with record supplies.

Some in government and the shoe manufacturing industry warn this may mean higher prices here, but the bulk of those in OIT feel the open end basis is proper.

Its and Buts

"If exports should ease off and imports increase," according to William Sheskey, economist for the National Shoe Manufacturers Association, "the availability of hides and skins should be adequate to meet our needs at a reasonable price.

"On the other hand, if our exports continue large and our imports small, the availability of cattlehides will not

be as great as we would expect in periods of such high slaughter."

A check with the Senate committee, meanwhile, indicates no protests against high level exports of hides and skins have been filed with the committee from officials of the shoe manufacturing industry.

COMPO DENIES LEASING DECISION

Reports that Compo Shoe Machinery Corp., Boston shoe machinery firm, has decided to lease German-made machines to U. S. shoe manufacturers, were denied this week by Charles W. O'Connor, Compo president.

Rumor that Compo would lease rather than sell machines made by Maschinenfabrik Moenus A.G. of Frankfurt, world's second largest shoe machinery maker, emanated from a public demonstration of the Moenus machines held Friday, May 8, at Compo's pilot plant in Lowell, Mass.

O'Connor told LEATHER AND SHOES this week that Compo has not yet reached a decision on whether it will lease or sell outright Moenus-made machines for which it is sole distributor here. He said Compo's import volume of these machines would amount to a considerable sum over the next few years.

LEATHER PRODUCTION ROSE 5% IN 1952

Production of all leathers in the United States during 1952 increased five percent over the previous year, it is reported in the "Leather Industry" section of the American Peoples Encyclopedia 1953 Yearbook soon to be published.

The yearbook states that largest gains were recorded in calf, lamb and sheep leathers. Production of these types of skins for the first 11 months of 1952 exceeded the entire 1951 total.

Hides and skins produced in 1952 totaled 91,053,000 pieces as compared with 86,273,000 in the previous year. Following is a breakdown by types of hides and skins for the years 1952 and 1951:

	1952	1951
Cattlehides	22,663,000	22,703,000
Calf	9,971,000	7,955,000
Goat	30,483,000	31,111,000
Sheep & Lamb	27,936,000	24,504,000
	91,053,000	86,273,000

SELL SHOES WITH LANGUAGE OF FASHION

Charlene Osgood Theme To Boston Shoe Men

"You can't use sportsmen's language in selling shoes to women. Fashion has a language of its own to which women have a high and natural receptivity. The more that shoe men learn to use it, the more shoes they'll sell."

This theme was one of the highlights of an address by Charlene Osgood, fashion coordinator of the Kid Leather Guild, before shoe men at the semi-annual shoe show of the Boston Shoe Travelers Association at the Parker House, Boston, May 13.

Urging the dramatic and glamorous approach in selling shoes to women, Miss Osgood cited the thriving cosmetics industry as an example of "glamour salesmanship." The cosmetic industry, she said, concentrates its merchandising theme on creating an appealing illusion for women—the illusion of beauty, freshness, glamour, elegance.

"Shoes can dramatize the same theme — creating the illusion of beauty, the dramatic, the elegant. Shoes and shoe merchandising need to be romanced to the consumer, not sold as a utilitarian foot covering."

Miss Osgood urged retailers to do a better consumer-education job for shoes—to dramatize and glamorize footwear. She cited the merchandising techniques used by the auto industry. For example, dramatization of a simple piston translated in terms of riding performance, car comfort, car luxury. "Nobody ever looks at this piston—yet it's made to contribute to the car's sales appeal even for women."

Next Factory Conference Set For February 14-16

Board of directors of the National Shoe Manufacturers Association has scheduled the 1954 Factory Management Conference for February 14-16 at the Netherland Plaza Hotel in Cincinnati.

The early date was selected since it was impossible to secure space in Cincinnati next April or May or secure proper space in another city. It is expected the 1955 Conference will be returned to the April date.

WEATHER DAMPENS PARKER HOUSE BUYING

Heavy Stocks Slow Retailer Activity

Buying at the Parker House Shoe Show held May 10-14 in Boston was conspicuously absent, according to the majority of representatives of some 200 brand name shoe manufacturers who exhibited their lines at the semi-annual showing sponsored by the Boston Shoe Travelers Association.

Neither buyers nor sellers showed undue pessimism over show results but all freely admitted that sales were well below last year's show. Main reason for the slowdown, all agreed, was overstocked retailer inventories caused by bad weather prevailing in New England since Easter.

To a man, visiting retailers from Boston and other New England cities and towns reported their business had been slowed to a walk by heavy rains which had already given the area close to two-thirds of its normal precipitation for a full year. With their shelves still well-stocked with unsold shoes, retailers were not inclined to plunge into fall orders on a large scale.

Some improvement in buying tone was seen near the end of show by retailers who reported four days of good weather had noticeably increased store sales. Most felt that the coming of good weather would lighten their inventories considerably, bring them back into the active-buying market.

Sellers were inclined to agree but warned that further delays capped by a buying rush might well result in late deliveries for many retailers—with consequent lost sales.

Highlight of the four-day showing was a forum featuring "New Ideas in Retail Selling." Featured speaker at the retailers' luncheon was Charlene Osgood, director of the Kid Leather Guild.

BROCKTON CUT SOLERS STILL OUT ON STRIKE

There still has been no settlement of the week-old strike of the Cut Sole Local of Brockton, Mass. A meeting scheduled for Friday, May 8, between union officials, representatives of the Associated Shoe Industries of Southeastern Mass., and a Federal conciliator was unable to bring about any immediate settlement. The strike has halted production in some 17 local cut sole factories, though the

area's shoe factories are unaffected for the present.

The Cut Sole Local had at first asked for a 15 percent wage boost and several fringe benefits. This was reduced to eight percent, but was rejected by the majority of the ASI member companies.

The manufacturers are willing to give a five percent increase, with two additional paid holidays—the same settlement as made recently with the 8,000-member Brockton shoe union, the Brotherhood of Shoe & Allied Craftsmen. The Cut Sole union, which though a member of the BSAC acts independently in wage negotiations, rejected this offer.

DEWEY AND ALMY TO MAKE PLASTIC WELT

Dewey and Almy Chemical Corp. of Cambridge, Mass., has been granted license to manufacture Thermoplastic welting under patents owned by Shoe Patents Corp., according to Charles F. Batchelder, Jr., president of Wright-Batchelder Corp. and Shoe Patents Corp. of Boston.

Dewey and Almy is known throughout the shoe industry as manufacturer of Darex insoles and welting. The new license is effective as of May 6.

LEATHER INDUSTRY HAS BIGGEST PROFITS GAIN

Government Reports Increase At 184%

Washington — The leather and leather products industry, which had a bad 1951, wound up last year with the biggest jump in profits after taxes of any major industrial group.

So says the Federal Trade Commission in a report on profits of U. S. manufacturing corporations. The FTC had no breakdown for shoe manufacturing alone.

In 1951, profits after taxes came to \$19 million, the FTC said. Last year, the total was \$54 million, a jump of 184 percent. A 52 percent jump was shown by the apparel and finished textiles group, a 35 percent rise for transportation equipment and four percent for electrical machinery.

Nineteen other industrial groups showed decreases in profits after taxes.

In profits before taxes, the leather and leather products group went from \$100 million in 1951 to \$122 million in 1952, a jump of 22 percent. Apparel climbed 12 percent, transportation equipment 46 percent, and other categories showed declines.



Officials of Wright-Batchelder Corp. and Dewey and Almy Chemical Co. meet at the former's offices in Boston to arrange licensing agreement whereby Dewey and Almy will manufacture Thermoplastic welting under patents owned by Shoe Patents Corp. Left to right: G. W. Blackwood, vice president and sales manager of Dewey and Almy; A. J. Schneider, manager of the company's shoe products division; Charles F. Batchelder, Jr., president of Wright-Batchelder Corp.

S. & F. Blacking Company Merges

S. & F. Blacking Company, Inc., of Brockton, Mass., has merged with General Wax Industries of Nashville, Tenn., and will enter the national field for the manufacture of shoe finishes, special adhesives and chemical products on a widely-expanded basis among numerous industries.

The two former operating companies will now become known as the S. & F. Chemical Company, Incorporated. This has been announced by J. P. Saunders, president. Main offices of the merged company will be located in Nashville.

Saunders also announced that a new 50,000 square foot modern chemical manufacturing plant is being started in Nashville to make possible these plans for national expansion. Operations in the new plant will start sometime during the coming fall.

General Wax Industries of Nash-

ville has operated for about 15 years primarily to supply shoe finishes and adhesives. It recently decided to expand outside the shoe industry and serve other industries with tannery finishes, specialized adhesives and chemical products.

At the same time, similar chemical operations will be carried on in the Brockton unit, which has recently been moved to a new chemical manufacturing plant and has been expanded to serve a broader field. It includes a new and modern research laboratory, with a staff of competent and experienced technical personnel. Major part of the research will be centered in Brockton. However, both plants, in Brockton and in Nashville, will maintain service and research laboratories.

Operations of S. & F. Chemical Company, Inc., are under the direct executive direction of Eugene Wager, vice-president, who is located in Nashville.

MARCH OUTPUT UP 11%; MEN'S AND WOMEN'S GAIN

Shoe production in March, 1953, totaled 48,723,000 pairs, an increase of 11 percent over the 43,967,000 pairs produced in March a year ago and nine percent above the 44,872,000 pairs reported in Feb., 1953, the Census Bureau reports.

Output of women's shoes, sandals and playshoes reached 22,945,000 pairs, nine percent above the 21,005,000 pairs of Feb. and eight percent above the 21,191,000 pairs of March, 1952.

Men's output totaled 9,125,000 pairs, four percent greater than the 8,745,000 pairs of Feb. and seven percent above the 8,531,000 pairage of March a year ago.

Other gains were reported in all but one category ranging from a high

of 24 percent for infants' and slippers for housewear to a two percent loss in "other footwear." Youths' and boys' shoes gained 18 percent over last March, misses' were up 12 percent, children's up 13 percent, babies' up eight percent, and athletic shoes up 19 percent.

March output of housewear slippers totaled 4,059,000 pairs, 20 percent above the 3,369,000 pairs of Feb. and 24 percent above the 3,277,000 pairs of March, 1952.

March footwear shipments totaled about 49 million pairs valued at approximately \$181 million, an average value per pair shipped of \$3.70. Average value per pair shipped in Feb. was \$3.69 while in March, 1952, it was \$3.71.

ISRAEL HIDE IMPORTS SHOW STEADY INCREASE

Nation's Industry Active After 5 Years

Indication of the extent to which hide and skin exports from the U. S. have contributed to the industrial progress of Israel, which recently observed the fifth anniversary of its founding, is now found in officially released Office of International Trade figures covering wet salted cattle hide exports by the U. S.

During Jan. 1953, the latest month available, Israel imported from the U. S. 13,274 wet salted cattle hides valued at \$149,668.00. These totals were only exceeded by Japan and Canada during this same period. No similar imports by Israel were reported, however, for a comparable month a year ago.

Interestingly enough, Jan. 1953, U. S. wet salted cattle hide shipments to Israel exceeded the combined 1950 and 1951 year's figures, totaling 9,453 hides. The value of hides shipped for those years, however, amounted to \$158,168.00, only slightly higher than the value of shipments for the single month of Jan. 1953.

The following yearly totals show U. S. exports of wet salted cattle hides, calfskins and kips to Israel by pieces and dollar value:

	Wet Cattle Hides	
	Pieces	Value
1951	4,369	\$100,849
1950	5,084	\$ 57,319

	Wet Calfskins	
	Pieces	Value
1951	5,000	\$24,250
1950	5,500	\$35,609

Premier To Push Promotion Of Nylon Thread

Two shoe types which generally suffer heavy-duty abuse—children's shoes and loafer moccasins, are greatly improved in wearability when seamed with nylon thread, according to Thomas F. Mahoney, president of Premier Thread Co. of Pawtucket, R. I. The company recently completed comprehensive wear-tests on these shoes in both home environments and children's institutions.

Premier manufactures "Neophil" nylon thread which it claims has more desirable properties for stitching these two types of children's shoes than other available fibres.

The company will push even more strongly its over-all advertising and promotion program for the shoe trade, Mahoney said.

SHOE PRODUCTION ANALYZED

Kind of footwear	Production (thousands of pairs)			Percent of change March 1953 compared with—	
	March 1953	February 1953	March 1952	February 1953	March 1952
Shoes and slippers, total ..	48,723	44,372	43,967	+ 9	+11
Shoes, sandals, and playshoes ..	44,079	40,967	40,142	+ 8	+10
Men's	9,125	8,745	8,531	+ 4	+ 7
Youths' and boys'	1,622	1,515	1,374	+ 7	+18
Women's	22,945	21,005	21,191	+ 9	+ 8
Misses'	3,374	3,319	3,000	+ 2	+12
Children's	3,153	2,979	2,785	+ 6	+13
Infants'	2,614	2,273	2,111	+15	+24
Babies'	1,246	1,131	1,150	+10	+ 8
Athletic shoes	265	238	223	+11	+19
Slippers for housewear	4,059	3,369	3,277	+20	+24
Other footwear	320	298	325	+ 7	- 2

NEW ERA AHEAD FOR SHOE INDUSTRY

Jarman Urges Another Look At Potential

"America's shoe industry faces the opportunity of a vastly greater potential in production and retail sales in ratio to the population of any given year."

This statement, issued by Maxey Jarman, member of the National Shoe Fair Committee, has been directed to the nation's shoe manufacturers and retailers, urging the industry to take a hard second look at its market and realize its greater cash-in potential.

"The forthcoming National Shoe Fair in Chicago, next October 26-29, can serve as a powerful springboard to move the industry toward a new era in prosperous shoe merchandising that will lead to a substantially higher annual output and sales on a sound foundation," Jarman said. "This is no bubble of optimism. We've only to look at the realistic facts."

Jarman cited several such facts. For example, up to 1934, average per capita consumption of women's shoes, based on production figures, was around three pairs annually. Then suddenly it rose to three and a half pairs, and over the next 17 years climbed gradually to a current consumption of 3.75 pairs.

"This," said Jarman, "has meant an annual increase in output of 100,000,000 pairs of women's shoes as compared with the 1922-34 annual average—a rise far above the proportionate increase in the adult female population. This increase—measured either in total pairage or in per capita consumption—has meant a volume increase of several hundreds of millions of dollars."

Per Capita Rise

Jarman cited another example—the phenomenal growth in per capita consumption of misses' and children's shoes, from a prewar annual average of around three pairs to a current $4\frac{1}{2}$ pairs. This increase began suddenly in 1944—a jump from three to four pairs per capita—and has remained at an annual average of $4\frac{1}{2}$ pairs for the past nine years.

"There have been significant reasons for the large and steady increase. The introduction of lower-priced, colorful casual footwear; greater emphasis on the fashion factors; more emphasis on frequent shoe change for growing children; stronger merchandising. The cold figures demon-

strate that a substantially larger market can be created.

"If we apply these same successful merchandising methods and fresh ideas to men's, boys' and youths', and infants' shoes—while intensifying our efforts in the women's, misses' and children's branches—the industry can reach a new plateau in output, sales, per capita consumption and prosperity."

L&S Editor To Speak At Glove Convention

William A. Rossi, editor of LEATHER AND SHOES, will be among the featured speakers to address the 36th Annual Convention of the National Association of Leather Glove Manufacturers, Inc., June 19 in Gloversville, N. Y. Rossi will speak on "Leather Merchandising."

Other speakers at the Convention to be held June 17-20 include W. Nelson Wilkins, president of the Association; and Irving R. Glass, executive vice president of the Tanners' Council. Speaking sessions will be held on the evening of June 19 at the Pine Brook Country Club.

The first two days will be taken up with meetings of Association officers and the board of directors. Friday morning, June 19, will be devoted to committee meetings. Saturday morning will feature a special meeting for members interested in Government glove contracts and a membership meeting.

The final afternoon and evening will feature a buffet luncheon, golf tournament, dinner dance and award of golf prizes at the Pine Brook Club.

Gold's Commie Kin Kicked Into Can

Max Young, brother-in-law of left-winger Ben Gold, president of the International Fur & Leather Workers Union, is being held without bail on Ellis Island after immigration officers arrested him.

The 49-year-old Russian-born Young, described by the government as the kingpin of the Young Communist League in the Western Hemisphere, was arrested as a deportable alien. He's been in the U. S. some 30 years, allegedly shuttling back and forth to Russia to report on his activities. Young, said to be the brains of the young Communist underground, is said to be held in as high esteem with Moscow as once was Gerhart Eisler.

CONGRESS ASKED TO HELP TRAIN SHOE MEN

Trade Official Wants Funds For Retailers

The head of one of the country's leading retail organizations has asked Congress to allocate substantial funds for vocational education in retailing. Wade G. McCargo, president of the National Retail Dry Goods Association, which represents shoe retailers among other sellers of soft goods and apparel, told the House Appropriations committee that the type of retail outlet represented by his organization needs far more than the \$455,000 that Congress plans to appropriate for educational training in shoe and other types of retailing in this field.

McCargo pointed out that the government annually spends \$7 millions to train people in agriculture, \$5.6 millions in trade and industry, \$5.5 millions in home economics.

"Efficient and expanded distribution is the greatest challenge to our present economy," said McCargo. "Without it, products derived from the farm or the factory have no meaning unless they can be placed in the hands of the individual consumer. Efficient selling, and not production, is today's greatest selling need."

Asking fair treatment for retailers, he said, "If we are to avoid a recession in business, we must intensify educational training in retailing. Goods do not just move themselves. Consumers need to be stimulated to buy. This requires competent employees interested in serving the customer. If, because of inadequate training opportunities, the supply of such individuals is cut off, distribution will not be able to fulfill its vital role in our economy."

SCHNITZER SEES 1953 OUTPUT AT 500 MILLION

A 1953 shoe production of 495 to 500 million pairs was forecast this week by Julius G. Schnitzer, chief of the leather division, National Production Authority.

"Retail shoe store trade," he said, "will hold up at least to levels of last year."

"Because of the early Easter this year, the industry borrowed from 1953 production in 1952."

"To the extent that we borrowed, we are losing from this year's production. I think we will wind up this year with a total shoe production of 495 million pairs or higher."

MAY DAY BAN IRES UNION OFFICIAL

When New York City Police Commissioner George P. Monaghan banned the May Day parade held annually by Communist and leftwing groups, Leon Straus, chairman of the United Labor and People's May Day Committee, flipped his lid. Working himself up to a self-righteous lather, Straus called Monaghan a "goddam liar," an "ignoramus" and "petty tyrant."

Nevertheless, the leftwingers didn't parade in New York City on May

Day. They met in Union Square and spent the day shouting from a variety of soap boxes about oppression in America and glorifying the Soviet, world-renowned land of milk and honey.

Leon Straus is an official of the International Fur & Leather Workers Union. It was this same Straus who a couple of years ago visited Russia with a group of "American trade unionists" and brought back a report that today in Russia about the only thing in which the Soviets don't outshine America is the plumbing.

RETAIL SHOE SALES GAIN 6% IN MARCH

The dollar volume of retail sales of shoe stores rose 10 percent in March of this year against March a year ago, the Bureau of the Census reports.

The total was \$138 million last March, and \$126 million in March of 1952.

For Group 11 retail stores—firms operating 11 or more stores—the increase was nearly 20 percent, from \$48 million in March a year ago to \$56 million.

Here are the month by month figures for this year for dollar sales of shoes at all retail shoe stores:

January, 1953\$111 million
February\$91 million
March\$138 million

Group 11 retail stores:

January, 1953\$38 million
February\$36 million
March\$56 million

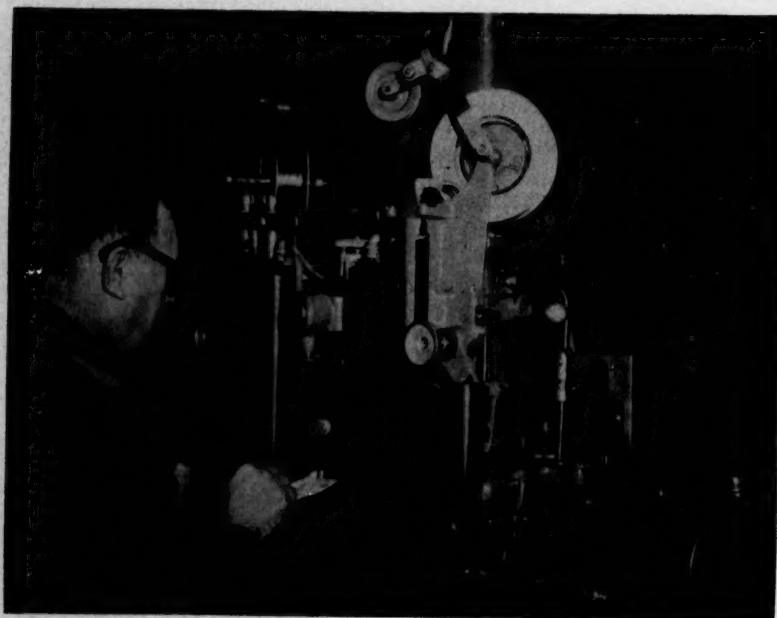
KINNEY EARNINGS UP 15%

A G. R. Kinney official expects his firm to show a four percent increase in sales and a 15 percent increase in earnings for the first four months of this year as compared with the same period of last year.

That's the story given to stockholders by Kinney president-treasurer George L. Smith at the recent annual meeting of shareholders. In the first four months of 1952, Kinney sales were \$11,172,000. A four percent increase for the same period this year would add another \$446,880 to the total.

Smith reported that during Easter week Kinney's dollar volume was \$1,700,000, "the largest weekly sales ever attained in our 59 years." This was achieved, he said, with average pairage price below that of last year.

NEW WELT TOE LASTING MACHINE



One of the more interesting items shown for the first time at the recent Factory Management Conference in Cincinnati was this experimental model of United Shoe's new welt toe lasting machine with automatic wiring. Henry L. Levesque of the USMC Research Division is operating the machine.

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1953 RETAIL SALES OUTPACING LAST YEAR

But Consumption Still Lags Behind Output

Despite an average increase of nine percent in dollar retail sales of shoes during the first two months of this year over the same period a year ago, and continued increases through April, shoe production is still outdistancing consumption.

This is the report of William Sheskey, economist of the National Shoe Manufacturers Association, in his first "Quarterly Survey" of the year.

Significantly, Sheskey said U. S. footwear output in the first quarter 1953 was the largest in history, totaling some 137,840,000 pairs, an increase of 7.9 percent over the 127,791,000 pairs produced in the same period of 1952. However, non-adult shoes and house slippers represented the bulk of these increases.

The nine percent increase in Jan. and Feb. 1953 independent retail store sales was more than matched by chain store sales which ran fully 10.8 percent above last year. However, a good part of this was accounted for by an early Easter in 1953. Spot checks indicate April sales are running slightly below.

Production Needed

In his estimate of production needed to meet potential consumption, Sheskey listed the latter at 504 million pairs for 1953, highest of any year except 1946 when consumer pipe lines were filled after World War II. His estimate was based on the 1952 per capita consumption of 3.15 multiplied by 160 million, the estimated population for 1953.

Thus shoe production for the first four months of actual production in 1953 is running 7.2 millions higher than necessary to meet potential consumption for these months, Sheskey said. Although this is not a large excess today, it follows last year's 508 million pair output of which only 494 million pairs were consumed.

"It is not known how much of this 13 million excess in 1952 went into building up retail inventories which had become depleted in the early months of 1952," Sheskey pointed out. "In any event, it is probable that some adjustment will have to be made in order to relate consumption and production sometime during 1953."

"In fact, if the industry continues to produce at the annual rate that prevailed in the first three months of

1953, production this year would run approximately 522 million to 525 million pairs."


Sheskey last reported that cattle slaughter is running 25.7 percent ahead for the first three months of 1953 as compared with last year. A drop in imports and increase in exports have absorbed most of this increased output. Slaughter is expected to continue heavy and adequate hides should be available if exports do not increase.

Calf and kip skin slaughter is also running 25.7 percent ahead of 1952 and the same situation prevails as in the cattlehide market.

KARL HONOR GUEST AT JEWISH FUND DINNER


Pinches Karl, head of Karl Shoe Stores, Ltd., Los Angeles, will be guest of honor for the shoe industry annual United Jewish Appeal Dinner for Greater New York on June 11, at the Roosevelt Hotel, New York. Karl has been prominent as a national director of UJA programs for the shoe industry in previous years.

Saul Schiff of A. S. Beck Shoe Corp., is chairman of the Greater New York fund drive for UJA.



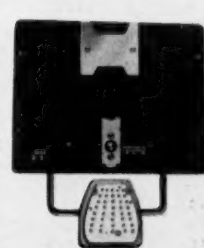
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COMPARATIVE LEATHER PRODUCTION FIGURES

		CATTLEHIDE LEATHERS (In 1,000 hides)						
	Total Cattle Hides	Sole	Upper	Belting, Mechanical	Harness Saddlery	Bag Case, Strap	Upholstery	All Others*
1939	22095	7833	12124	531	477	387	510	233
1940	21070	7032	11582	675	524	382	601	272
1941	28121	9080	15600	1064	650	581	699	448
1942	30828	10432	15598	1213	637	936	386	1623
1943	25656	8290	13073	1292	632	800	231	1338
1944	26152	8420	13002	1439	613	629	232	1818
1945	27566	8523	14367	1324	556	572	272	1750
1946	26905	8510	14057	1158	510	827	378	1465
1947	28824	8924	15529	1134	440	813	529	1455
1948	26070	8016	14213	1004	270	760	594	1213
1949	23332	6584	13753	759	227	674	461	1074
1950	24391	6127	15377	789	218	813	689	1312
1951	22703	5414	14054	984	284	673	632	728
1952	22663	5150	14508	618	232	692	637	826
Jan.	2123	472	1343	64	23	66	72	83
Feb.	1995	472	1224	65	22	63	66	83

*Data from 1942 forward not directly comparable with previous data.

CALF, KIP, GOAT, KID, SHEEP AND LAMB LEATHERS (In 1,000 hides)

		Sheep Leathers				
	Calf, Kip	Goat, Kid	Total Sheep, Lamb	Glove, Garment	Shoe	Shear-lings
1939	14027	40419	38914	18420	11604	2563
1940	11387	37697	37920	17725	9966	3322
1941	13098	45373	51915	22542	14166	5779
1942	12264	41127	53629	19459	14983	9596
1943	11112	37351	59315	20415	15474	11210
1944	10930	34653	53976	20370	15040	6690
1945	11636	24026	52450	17294	17153	6508
1946	10836	24123	47999	15781	13349	9923
1947	12471	37188	56535	11265	12498	5409
1948	10480	37970	53492	10419	11392	4993
1949	10173	34774	28644	8411	9998	4498
1950	10661	37159	31501	9750	10708	5322
1951	7955	31111	24504	7108	8548	3074
1952	9971	30472	27936	10142	9144	3558
Jan.	930	2802	2215	743	787	254
Feb.	857	2719	2368	883	715	296

Shoe Salesman



A new "hinge-cover" shoe box is converted into an effective display. Boston Athletic Shoe Co. is packaging its sports shoes in the new box. Carton top folds open, stays attached to box.

Commonwealth Color Ceases Dyestuff Output

Commonwealth Color and Chemical Co. of New York has announced that it is discontinuing its production of dyestuffs and leather specialties for the leather industries.

Long one of the leading producers of dyestuffs for leather and other industries, the greater part of Commonwealth's business has been taken over by Nyanza Color & Chemical Co., another long-established New York firm.

Many members of the sales, administrative and technical departments of Commonwealth are reported to have joined the staff of Nyanza in similar capacities.

Now It's "Johnnie Walker" In Shoes

Modern Shoe Co., St. Louis, has the green light today to use the trademark "Johnnie Walker" on its shoes, as far as Examiner-in-Chief L. P. McCann of the U. S. Patent Office is concerned.

He upheld an earlier decision of a patent office examiner.

A protest had been filed by John Walker & Sons, London, England, on the grounds the Walker firm has used the trademark along with a picture on its whiskey.

Shoes and whiskey "have nothing whatsoever in common," McCann ruled. Nor, he said, are they "competitive."

Jacques Wolf Chemicals PRODUCE HIGH GRADE LEATHER

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SYNEKTAN NPP

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SYNEKTAN NCRP

Specialty syntan, used in combination with chrome tannage or in the dye bath for better grain.

TANASOL NCO

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TANASOL PW

Syntan in beads, to use with NCO for bleaching chrome stock and in retanning chrome stock. In the dye bath for good level colors.

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MILITARY BIDS AND AWARDS

Gloves

June 1, 1953—TAP-30-352-53-679—1) 3,456 pr. gloves, autopsy, size 9; a) 2,592 pr. for Alameda, Cal.; b) 432 pr. for St. Louis, Mo.; c) 432 pr. for Schenectady, N. Y.; delivery must be complete by August 31, 1953; opening, New York 1 P.M.; this procurement for the U. S. Army.

Combat Boots

June 2, 1953—TAP-30-352-53-704—1) 480,120 pr. mildew-resistant russet combat service boots; delivery, 298,116 pr. by September 30; and 184,004 pr. by October 31. Item 2) 9,888 pr. of the same for delivery by September 30. FOB origin; opening, New York, 10 A.M.; for the U. S. Army.

Combat Boots

June 2, 1953—TAP-30-352-53-705—1) 1,763,856 pr. mildew-resistant, russet combat service boots, regular tariff sizes; 2) 148,656 pr. of the same in supplemental tariff sizes. FOB origin; delivery 1) 225,672 pr. by October 31; 707,844 pr. by November 30; 830,340 pr. by December 31. Item 2) 37,164 pr. each month from September through December. Opening, New York, 10 A.M.; for the U. S. Army.

LICHTMAN LOW BID

J. Lichtman & Sons, Newark, N. J., was the low bidder at the opening of TAP-606—5,584 sq. ft. of cattle-hide leather, top-grain, chrome-tanned: a) 3,350 sq. ft. for Shelby, Ohio, and 2,234 sq. ft. for Maywood, Cal. Lichtman offered all at .587 (a) and .601 (b); 20 days acceptance, net. Four other manufacturers submitted bids.

DOYLE LOW BIDDER

Doyle Shoe Co., Brockton, Mass. bid low under invitation TAP-568, 305,004 pr. of men's low black leather shoes for the Navy. Doyle offered 60,000 pr. at 5:69 and 30,000 pr. at 5.79 FOB Origin; no discount. There were nine other bidders.

McELWAIN LOW BIDDER

At the opening of TAP-672—283,332 pr. of mildew-resistant, russet, combat boots—J. F. McElwain Shoe Co., Rockland, Mass., submitted the lowest price quote: 100,000 pr. at 6.43; and another 100,000 pr. at 6.58; no discount. There were thirteen other bidders.

BRISTOL BIDS LOW

Bristol Mfg. Co., Bristol, R. I., submitted the low bid at the opening of TAP-653 for 240,160 pr. of rubber-insulated combat boots. Nosing out seven other manufacturers, Bristol offered to supply 200,000 pr. at 9.74, FOB origin; 161,820 pr. at 9.81, FOB Schenectady, N. Y.; and 78,340 pr. for New Cumberland, Pa.

MEN'S OXFORDS

Sportwelt Shoe Co., Inc., No. Easton, Mass., was the low bidder at the opening of TAP-563, offering to supply all 12,700 pr. of man's dress oxfords asked by the U. S. Air Force at 5.35 per pr.; 20 days acceptance, 1/10 of 1% in 20 days. There were three other bidders:

General Shoe Corp., Nashville, Tenn.; all 5.86; 20 days acceptance, net. Doyle Shoe Co., Brockton, Mass.; all 5.47; 20 days acceptance, net. And Endicott-Johnson Corp., Endicott, N. Y.; all at 5.65; 20 days acceptance, net.

KING BIDS LOW

The King Manufacturing Co. of Philadelphia turned in the low bids at two openings: under TAP-497 King offered to supply 124,000 ea. trigger-finger mitten shells, M-1951 at 1.2925 ea.; and additional 200,000 ea. at 1.3425; 100,000 ea. at 1.3925; and 100,000 ea. at 1.4425; 1/30 of 1% in 20 days. The invitation called for 524,000 ea. There were 13 other bidders.

RIGGING LEATHER

Hess & Hopkins Leather Co. of Rockford, Ill., submitted the lowest quotation on 2 items of cattle-hide rigging leather sought by the U. S. Navy under invitation TAP-30-352-53-553. Under item 1—44,475 lbs. light weight for three destinations H&H quoted .795; .80 and .81; item 2) 12,140 lbs. medium weight, the firm offered all to two destinations at .79 and .80; 60 days acceptance, 1% 30 days.

MYRTAN



Australian Eucalyptus Extract

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RETAN ON CHROME. SMOOTH CLEAN GRAIN

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6 rows of
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GILLETTE, N. J. MILLINGTON 7-0166

Stylescope

SHOE FASHION NEWS AND TRENDS

New slant on spectator types for women's fall shoes. For this season spectator is slim, so refined that it looks completely fresh. Skinny, with built up leather heel, this latter an important fashion note in itself. Tip and fox or perforations modified, pared down and feminized. Closed pump still number one silhouette. Closed toe and open back idea growing.

In new daytime flats, polished leathers are volume. Rep-tiles promotional. Two-texture story different in two smooth leathers such as calf or kid with touches of reptile or patent. Incoming—gabardine, alpaca and serge with shiny leather trims. Delicate, imaginative trims include pipings, bandings, necklace details in subtle contrasts, almost invisible self-stitching.

News in surfaces, textures and trim for dressy, late-afternoon and evening shoes. Suede, softly draped. Trims such as pipings, bandings, necklace detail around throat . . . also, jeweled trim. The dark silk crepe shoe has potential in this category, alone or when combined with kid, patent, ribbon or jewels.

For evening slippers, kidskin, often with newly developed lustre finishes, or with metallic fabrics with interesting weaves and textures. Metallic meshes. Combinations of fabric and metallic-finished kidskin. Silks, satins, velvets, plain, printed or jacquard embroidered fabrics. Fabrics with look of needlepoint and upholstery. Jeweling done with a lavish hand.

At-home shoes growing in popularity and gayness. Velvet, satin and brocade are now volume. Ingenuity and imagination in using new materials and combinations are answer to further fashion growth of this type. Felt, twill and khaki with jewels or rich fabric accents are fresh ideas. Also, pigskin, glove leathers, reptiles, alone or trimmed with satin, velvet or jewels. Or needlepoint, in an adaptation of an old-fashioned carpet slipper. Printed velvets, satins, corduroys, silks and paisleys in non-traditional colors.

Built-up leather heels cashing in on fashion spotlight with new, interesting shapes. A new heel, called "Silhouette," made of built up fibre, popular heights 12/8 to 15/8. Tapers down at sides and back giving slenderized effect, even though a low heel. Designed on same principle as cowboy heel. Top lift about size of nickel, heel base about size of silver dollar. (See picture under New Products on Page 59, May 9 issue.)

New impetus behind demand for colored braids. These for trim and decorative effects, mainly on women's pump styles. Expect biggest season in 12 to 15 years. One-eighth

inch width most popular. Multi-color effects, also slated as strong consumer-appeal item.

Newest trends in fabric colors for fall important in styling women's shoe lines. Stress on veiled colors—misted, grayed versions of medium tones. This is overall, all-price line daytime story in all fibers. Most important in tweeds, in fabrics using "flannel technique" (stock-dye mingling of colors) and, less expensive, in cross-dyes. Veiled colors influence many coordinates in coatings, suitings, dress-weights, are best in misty blue-greens, sage greens, lavenders, blues, and pinky mauve reds.

Jet brown, jet black, jet navy . . . these shiny dark colors excellent fashion promotions for elegant clothes, including dressy daytime coats, suits and dresses and after-five or evening costumes. All are part of polished look so important throughout fashion world.

All browns strongly in ascendancy, from beige to jet brown. Volume emphasis on coppery "harvest" browns. "Cashmere" beiges, darkened, are extremely elegant in polished fabrics, polished leathers, as well as in gentle coatings, suitings. Watch for shades of khaki, newest member of brown family. Hard to find, it is smart, limited version of cashmere color, is promotable combined with jet colors.

Black and white, strong daytime carry-over fashion best in patterns (tweeds, jerseys) that are distinct and bold in menswear tradition of herringbone, diagonals, crow's-foot weaves, etc. Navy for fall completes cycle—from high fashion to staple to high fashion. Strong promotional possibilities for daytime (especially good woven with or accessorized with taupe brown) and for after-five in opulent fabrics.

New use for luxurious leather in women's ready-to-wear. Leather, at its most luxurious, is found in pale pink ribbon-embroidered dinner-at-home shirt (made of soft pliable capeskin) cut like man's shirt even to slit on sides. Mandarin collar be-ribboned and be-jewelled, making it perfect ensemble for velvet slacks for home entertainment and equally good worn over sheer summer formal for roof-top dancing. This only one example of what designers today are doing with soft, muted shades of soft leathers, making them top fashion and luxury items in women's apparel.

Rosalie Marybanian

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—This bottom filler stays flat and flexible

To get bottoms that stay flat and comfortable for the life of the shoe, use Armstrong's Cold Bottom Filler. This non-thermoplastic filler sets up into a smooth, flexible bottom that won't creep or bunch in the shoe. It's lightweight, too . . . much lighter when dry than hot process fillers.

You can use it right out of the can. It's fast and easy. And it won't bleed and stain delicate uppers.

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May 16, 1953

LEATHER and SHOES

21



... with any

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The latest proved development in fatliquoring for Controlled Penetration for best quality leathers.

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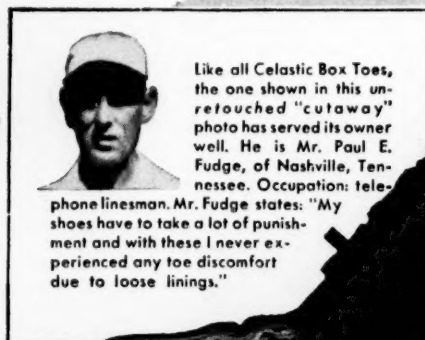
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It's a Rugged Job
BUT "CELASTIC" BOX TOES
 ASSURE TOE COMFORT

The wearer may not know his box toes are "Celastic" nor even that he has box toes in his shoes, but he does recognize toe comfort and pleasant toe freedom without wrinkled toe linings.

"Celastic" is designed not only for rough usage, but for every day comfort in shoes of many styles... men's, women's and children's. "Celastic" duplicates the contours of the toe of the last and forms a structural shape over the toes. Because of this "Celastic" is a measure of *quality protection* for the designer and manufacturer... a feature that builds customer loyalty for the retailer. It assures proper preservation of toe style and toe comfort, in play shoes, in street shoes... and in work shoes.



Like all Celastic Box Toes, the one shown in this un-retouched "cutaway" photo has served its owner well. He is Mr. Paul E. Fudge, of Nashville, Tennessee. Occupation: telephone linesman. Mr. Fudge states: "My shoes have to take a lot of punishment and with these I never experienced any toe discomfort due to loose linings."



*Celastic is a registered trademark of the Celastic Corp.

UNITED SHOE MACHINERY CORPORATION
 BOSTON, MASSACHUSETTS

LEATHER and SHOES

May 16, 1953



Slight but significant off-key note in fall shoe song heard this week at Parker House Shoe Show in Boston. To a man, shoe manufacturers' representatives reported actual show bookings far below a year ago. Some said orders were 50% to 60% off. One reported he had orders for only 400 pairs against fully 10,000 a year ago.

All agreed, however, slowdown due to weather. Post-Easter rains in New England, already equal to two-thirds of normal year's precipitation, has slowed retailer sales to a walk. Result is retailer inventories are piled up, retailers refuse to place new orders until stocks are lightened.

Poor show business purely regional. Other sectional shows doing well. So manufacturers feel certain orders in New England will pick up sharply with coming of good weather. This theme already borne out with good weather of this week which brought many customers tramping into retail shoe stores. Expectation now is that fall 1953 sales in New England will prove at least as good as fall 1952.

Many leather and shoe executives worried over continued high rate of hide and skin exports from U. S. This has been biggest factor in pushing up rawstock, consequently leather and some shoe prices. Last thing shoe manufacturers want is to increase prices now, particularly in popular price lines. All remember what happened during 1951 debacle, fear adverse consumer reaction to another round of price increases.

Office of International Trade officials, always close-mouthed, once considered clamp-down on rawstock exports, became highly sensitive to stories of record volume exports. At that time, Government considered closing open-end basis of hide and skin sales overseas. Now, all appears changed.

National Production Authority does not agree. NPA officials believe exports going along at too lively a clip. They point to example of Japan, reported to have virtually ceased buying of hides and skins from Australia and New Zealand in favor of U. S. hides.

Meanwhile, another prominent U. S. hide and skin broker reported taking off this week for Tokyo in effort to sell more hides and skins there. Broker revealed he plans to visit offices of Gen. Mark Clark, gather informa-

tion on Japanese companies possessing enough dollar credits to purchase sizeable quantities of U. S. rawstock.

Watch for sudden outbreak of activity by Government trust busters seeking to curb wave of mergers in all industries. This does not necessarily apply to recent mergers in shoe industry—but it could, say officials of Justice Department.

One thing is sure: mergers are the thing today. In almost every industry, daily reports show one large firm taking over another, generally less large. Reasons are manifold . . . for most part, larger shoe firms are seeking new outlets in national market, broaden their lines. On the other hand, smaller or medium firms find it easier to sell out today, avoid headaches of possible recession, growing competition. There are also tax considerations on both sides.

First test case, which may set future Government pattern, involves Pillsbury Mills, Inc. Federal Trade Commission has power under 1950 Amendment to Clayton Act to hold up merger if it tends "to lessen competition or create a monopoly." This applies to mergers involving stock purchase or outright purchase of assets.

If Republican administration, fronted in this case by Edward F. Howrey, chairman of the FTC, takes touch stand in Pillsbury case, shoe and other industries may expect sharp scrutiny of past and future mergers, possible court actions. Big thing appears to be how Eisenhower administration as well as courts interpret meaning of Clayton amendment.

New England shoe industry now threatened from another source. So says George Fecteau, territorial representative in New Hampshire for United Shoe Workers of America (CIO). Fecteau has informed New Hampshire congressmen that deep south interests are not only making an open bid for New England shoe firms to relocate but having some success in luring them away.

Fecteau has appealed to Senators Tobey and Bridges for aid in preventing loss of large New Hampshire shoe firms located in Manchester, Nashua, Rochester, Somersworth, Exeter, Newmarket, Derry, etc. Northern firms are being wooed by promise of lower labor rates, lower tax rates and lower living costs.

BOYS' SHOE REPORT BY STANDARDS BUREAU

The fact that boys' shoes wear out quickly may be a blessing in disguise suggests Dr. Robert B. Hobbs of the National Bureau of Standards. If the shoes last no more than three months the harm resulting from wearing outgrown shoes will be avoided, he pointed out.

Dr. Hobbs reported that a questionnaire to parents revealed that 40 percent of boys' shoes first wear in the soles, 30 percent in the uppers, 20 percent in the heels, and 20 percent in the counter or back of the upper.

In service tests under the Bureau's direction, boys' shoes were worn from a minimum of 20 days to a maximum of seven months, with an average of about 13 weeks. Leather soles showed low resistance to abrasive wear; corded rubber soles failed chiefly because of a breaking of the stitching around the forepart of the sole; while the synthetic soles (made of styrene-butadiene) became uncomfortable due to a creeping of the material. The creeping action caused

expansion of the sole so the toe turned up.

Rubber heels of the quality commonly used for boys' shoes wore out very rapidly, much more so than other parts of the shoe including the sole. Counters of the shoes stood up fairly well.

Shoe Retailer On Tour Of Overseas Centers

Harry Scheft, president of H. Scheft Co., New England's largest retailer of women's and children's shoes and a former "Brand Name Retailer of the Year," has sailed for Europe on the S.S. United States for a tour of European and Middle Eastern shoe centers.

Scheft will first inspect English shoe factories as well as methods of distribution used in the country. While in England he will address a group of English shoe retailers on American retailing methods.

In France, Scheft will see Perugia, leading French shoe stylist who supplies French shoe designs for I. Miller & Sons, Inc. He will also visit prominent shoe designers in Italy and shoe factories in Switzerland.

RETAIL SHOE SURVEY REVEALS SALES GRIPES

Sales People Cite Changes Most Needed

A recently completed survey among 2,300 shoe retailers and salesmen uncovered several interesting facts regarding changes needed today in shoe business. The survey was sponsored by Heydays Shoes, Inc., St. Louis, under the direction of James Legg, vice president and sales manager. The survey proper was conducted by an independent survey agency.

The survey was aimed at striking at the heart of shoe distribution problems. Some 1,100 shoe retailers, 700 road salesmen and 500 retail salesmen were polled. They were asked what they considered the number one problem for retailers, salesmen and the industry as a whole. Following are some of the findings:

Both retailers and road salesmen see a need for better selling in the stores.

All groups felt that improved deliveries would be of great help.

Retail salesmen are particularly anxious to see better stock departments and better public relations.

Half of the retail salesmen and half of the retailers emphasized a need for a good sales training program.

Retailers stressed the need for better shoes and a better "attitude" on the part of manufacturers.

Chief issue with road salesmen is more pay. Some 38 percent said commissions should be higher.

As to the major industry need, the vote was for a better factory-dealer-consumer relationship job.

Chief gripe of all groups: the increasing number of factory-owned shoe stores in competition with independents.

The survey agency's comments in analyzing the results and remarks are interesting.

"All these groups see needs, but most suggest action be taken by others, not themselves.

"Retailers tend to see industry problems. Salesmen tend to see individual problems primarily. For example, comments about need for more commissions, etc.

"High prices were seldom mentioned. Obviously the fear of higher prices we hear so much about is more fiction than fact."

THE COWBOY'S CADILLAC



Tops in luxury is this ornate saddle with built-in radio and nickel silver trim which seems to indicate that the days of the hard-riding, tough hombre cowboy are numbered. Manufactured by M. L. Leddy & Co., Texas maker of boots and saddlery, the saddle with matching harness and bridle sells for \$595. Leddy has labelled it "The Cowboy's Cadillac." Leather is by A. L. Gebhardt Co. of Milwaukee.

Seven Florsheim Directors Sell Stock

Seven officers and directors of the Florsheim Shoe Co. have disposed of their entire direct holdings of that firm's common stock, selling an aggregate of 31,163 class A shares, and 179,182 class B shares.

According to the New York Stock Exchange, the sale was as follows: Harold M. Florsheim, president and a director, 14,299 class A shares and 179,182 class B; S. F. Eagan, assistant vice president and a director, 3,000 class A; Gifford P. Foley, a director, sold 2,100 class A shares.

Others included E. W. Gray, a director, 1,954 shares; O. M. Pick, assistant vice president and a director, 1,380 shares; Clarence W. Schaaf, vice president, secretary and a director, 6,000 shares; and J. B. Stancliffe, vice president and a director, 2,500 shares. All the shares in this group were class A.

International Shoe Co. took over Florsheim, buying about 93 percent class A shares, and 100 percent class B.

National Foot Health Week May 16-23

"Crown Your Health With Better Foot Care" is the slogan adorning posters which will be displayed prominently in many of the nation's industrial plants during the period May 16-23, otherwise known as National Foot Health Week.

Another slogan featured on posters prepared by the sponsoring National Foot Health Council for its 28th National Foot Health Week is "Keep Your Feet Fit For The Job."

The week has the cooperation of state and federal departments of health and education, insurance companies' industrial physicians, and school doctors and nurses. Posters warning of the harmful effects of outgrown footwear have been sent to public and private schools as part of the Council's educational program. Also tying in with the program are many retail shoe stores.

Samuel J. Hefti

... tanning oil executive, died recently at the home of his son, Dr. Karl R. Hefti in Evansville, Ind. One of the better-known leaders in the field, he had been associated for the past 17 years with Hart and Harrington, Inc., Chicago manufacturers of tanning oils and materials.



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"Glengarry" and Corrected Grains
"Chromexcel" Retan and Waterproof
Athletic Goods Leathers



**INNERSOLES
PLATFORMS
WEDGIES**

LYNCO INNERSOLE CO., ALLSTON, MASS.



• **Mario Pomodoro** has joined Regina Footwear of Brooklyn as lasting and making room foreman.

• Shoe designer **Joseph Starr** is now with the executive staff of Tupper Shoes, Inc., of New York City.

• **Abraham Shulman**, former office manager of Derman Shoe Co. in Milford, Mass., is now with Apt Shoe Mfg. Co. of Boston in the same capacity.

• **Jack Sandler**, president of Sandler of Boston, and Mrs. Sandler sailed recently aboard the S.S. United States for a two-month trip to Europe. Sandler plans to visit the company's manufacturing affiliates in Europe as well as potential franchises. He also plans to work with key designers in various countries and study European production techniques.

• **Irving S. Florsheim** and **Harold M. Florsheim** have been elected directors of International Shoe Co. in St. Louis. They will also continue to serve as chairman and president respectively on Florsheim Shoe Co., recently acquired by International.

• **Porter D. Brown**, manager of Turner Tanning Machine Co., Peabody, Mass., has announced that he is retiring at the age of 82. Associated with the tanning machinery industry for the past half century since 1897, he is one of the industry's oldest members.

• **Al C. Garcia** has been appointed to establish Quality Control procedures at the Selby Shoe Co. plant in Portsmouth, O., as requested by the Air Force, according to G. B. Carson.

• **Joseph G. Cullen** has been named technical sales representative in New

England for Marbon Corp., of Gary, Ind., according to D. M. Pratt, vice president and sales manager. Previously, Cullen was purchasing agent and assistant to the president of Beebe Rubber Co., Nashua, N. H., and has served on advisory committees for the Elastic Colloid Corp. and Rubber Heel and Sole Institute.

• **Chester D. Heywood**, chairman of the board of the Heywood Boot and Shoe Co., Worcester, Mass., was elected vice-president of The North Atlantic Region of the National Travelers Aid Association at a meeting in New York.

• **Miss Marion Palmer** has announced her resignation as executive vice-president of Shoes Associated, a New York retail group.

• **John B. Cheney** is the new advertising manager of Sundial Shoe Co., Division of International Shoe Co., in Manchester, N. H.

• **Robert C. Erb**, president of J. F. McElwain Co., Manchester, N. H., received a special Granite State Citation at a University of New Hampshire convocation in Durham.

• **Michael Scala**, shoe executive of Rochester, N. H., has been elected as vice-president of the Rochester Athletic Association.

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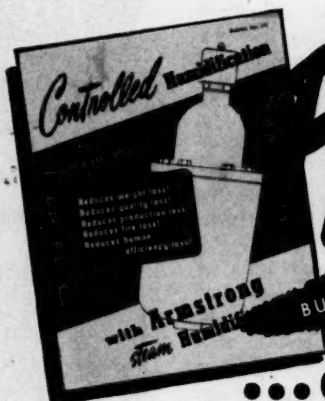
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DECLINING HIDE MARKET SLOWS LEATHER ACTIVITY

*Buyers On Sidelines Hopefully Awaiting Further
Price Developments*

NEW YORK MARKET

Upper Leather: This week slow in most directions as prices are higher and shoe factories are between seasons and wish to wait a bit to see how their orders come in. Most price lists up about 2 cents from the lows, some 3 cents and, of course, some even more. Shoe prices are behind and they have to catch up to these new levels in order for volume trading to get going again.

On elk tannages, large spread, 4½ to 5 ounce leather, most ask about 42c and down though some are up to 46c and down. About a month ago this leather had sold down to 39c and down. Demand is for some elk and soft glove tannages—there seems to be little difference in the demand for either chrome or combination tannages.

Calfskins: Good demand for calf leather but here, too, business is a little slower than it has been due to higher prices and the fact the trade is in-between seasons. Women's weight suede calf is quoted up to \$1.10 and down but the volume business is being done at \$1.00 and down, with certain tannages selling at \$1.05 and down. On smooth women's weight 90-95c and down is usually quoted and tanners seem to stick firm at these prices.

Sheepskins: Garment sheep still a pretty active trader here with suede garment quoted as high as 35c and down but volume business actually going on at about 32c and down. Some tanners say they will not accept orders unless the buyer takes on the top grades at 35c and down — all depends on how firm a position a tanner is in. Lining sheepskins not much of a factor in the New York area.

Sole Leather: Prices firm here but business slow due to the rise in prices. Heavy bends of 9/10 iron quoted at 58c and 10 iron and up not below 56c according to reports. Bellies still very well sold up and 28-29c is easily obtained. Some tanners ask 30c and are getting it in certain directions for certain stock. Rough double shoulders about the same as it has been with activity slow at the moment.

BOSTON

Prices as before. Bends still bringing 2-3c above former lows. Tannery run 10 iron bends listed 57-56c down to 54c. The 9/10 irons are 60-58c and down; 8/9 irons 67-65c and down. Light bends bring 74c and up for No. 1's but tannery run generally 72-70c and below.

Prices and Trends of Leather

KIND OF LEATHER	THIS WEEK	MONTH AGO	YEAR AGO	1952 HIGH
CALF (Men's HM)	85-1.15	80-1.10	72-97	85-1.10
CALF (Women's)	75-99	70-92	60-81	80-1.03
CALF SUEDE	75-1.10	70-95	60-85	85-1.10
KID (Black Glazed)	75-90	75-90	70-90	75-90
KID SUEDE	80-96	80-96	70-92	80-96
PATENT (Extreme)	54-59	56-62	55-80	56-60
SHEEP (Russet Linings)	18-32	18-32	18-28	18-32
KIPS (Combination)	58-62	56-60	48-52	56-60
EXTREMES (Combination)	52-56	51-53	46-49	54-56
WORK ELK (Corrected)	38-42	38-42	36-40	38-46
SOLE (Light Bends)	68-72	65-68	62-65	68-72
BELLIES	28-29	27-28	24-25	26-27
SHOULDERS (Dble. Rgh.)	52-56	50-53	42-49	50-55
SPLITS (Lt. Suede)	33-39	33-38	36-38	35-39
SPLITS (Finished Linings)	18-22	18-22	15-20	24-26
SPLITS (Gussets)	13-15	13-15	18-22	18-20
WELTING (½ x ½)	8	8	12½	8
LIGHT NATIVE COWS	19-20	17½	17-18	20

All prices quoted are the range on best selection of standard tannages using quality rawstock.

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**SOLE
LEATHER**

*dependable.
uniform..*

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BELLIES
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*Specialty Leathers
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leather for
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Chrome tanned.

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MOCCASIN COWHIDE

at its colorful best

Fashionably Soft for comfort. Most Adaptable to laced moccasins and casuals . . . finest full grain you've ever seen!

SHOE SPLITS: Grain finished for mellow chrome uppers . . . Retan for soles . . .

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Write for swatches today!

**LOS ANGELES
TANNING CO.**

4101 Whiteside Street
Los Angeles 63, California

slow going. Cows also listed at 30c and down but better sales below this. Double rough shoulders at 56c and down for lightweights, 53-52c and below for tannery run heavies. Heads still 18-19c, fore shanks 16-18c, hind shanks 20-23c.

Calf Moderate

Prices vary from tanner to tanner but sales run generally at same levels. Some tanners list men's weight smooth calf at \$1.20 tops but more at \$1.15 and below. The volume on better grade skins is at 99-89c range. Similarly, women's weights listed up to \$1.05 for small skins but more common is 99c and below with better grade volume at 92-85c and below. Suede also has top of \$1.15 and below for black but best business is at \$1.05 and below. Colors 5c more.

Sheep Steady

Not much change in Boston sheep leather market. Sales continue at moderate pace with some tanners reporting good activity along the line. Prices firm. Russet linings wanted at 23c and down; some tanners try to get more. Best interest in boot linings at 27c and below.

Colored vegetable linings still bring 28-27c and down with high colors generally at the top level. Chrome linings 31-30c and below. Garment suede moving well at 35c and below; grain slower as usual near 30c and down.

Sides Slow Down

Side leather sales slower in Boston. Lessened activity and some declines on raw hide market slows interest of leather buyers. Many inclined to wait for new developments before making new commitments.

Prices continue at levels 2-4c above former lows. Combination-tanned extremes find best interest and 56-55c and down for HM weights; M weights a cent less. Large spread elk 48c and below for HM weights. Vegetable-tanned extremes generally at 56c and below. Regular elk extremes still around 49-47-45c and below with one or two tanners as high as 51c.

Work shoe retan 44-42-40c; work shoe elk 2c below this. Combination kip sides 62c and below for HM weights; full grain vegetable kip sides as high as 73c and down.

Splits Move

Split leather tanners in Boston find continued fair to good business at steady prices. As usual, best business in suede splits. Linings fair enough.

Lightweight suede splits best at

39c and down for black, 41c and down for colors. Heavyweights 46-44c and below. Linings still at 22-17c for best interest; gussets 15-13c and below.

Flexible innersole splits 28-23c and below for lights; H weights bring 37-32c; HM 30-25c. Naturals at 25-20c for M weights; 36-29c for H weights.

Glove Leathers Spotty

Grey suedes at 36c in fairly good demand. The imported varieties bring between 50 and 55c. Garment suedes range from 40c down depending on the tannage. A few cabrettas moving at the 60 to 65c level but bulk of the business done around 30c. Best selling low priced grain leather is Iranian. The very top selection brings 26c. Other grades offered at 22c and 18c. Demand excellent.

Very little call as yet for deer or goatskins. These are strictly Fall items.

Kid OK

Kid leather tanners of Philadelphia say that while orders from local and middle West shoe manufacturers aren't what they were a few weeks ago, there is still quite a good deal of business coming in from New England. As has been the situation for quite a while, the orders are mainly for black suede, with a lesser demand for black glazed.

Practically no talk about colors this past week—even the browns and blues were in little demand.

Slipper leathers selling to some degree but not much. Linings still going fairly well. Nothing reported on crushed or satin mats.

Tanners say price situation is not too bad. Stock ranging in price from the lowest up to the "top-middle" grade priced at 88c for suede and 80c for glazed was selling at prices asked by the tanners. Above those prices, there were sales made. The rawskin situation is still a problem.

Average Prices in Kid Leathers

Suede 32c-96c
Linings 25c-55c
Crushed 35c-75c
Glazed 25c-\$1.00
Slipper 25c-60c
Satin Mats 69c-\$1.20

Belting Active

Belting leather tanners in Philadelphia report, for the most part, that business remains rather active. There is an occasional exception to this; one tanner reported very slow business, but this definitely seemed to be

out of line with the rest of the local picture. Prices unchanged as far as rough leather tanners are concerned.

Curriers talked a good deal about raising prices because they feel this is warranted if present demand keeps up. However, because of customer resistance, actual new quotations have not yet been published. As far as curried leather is concerned, the demand covers every type—and every weight.

Bag, Case and Strap Spotty

Following the recent activity, business in case leather somewhat spotty this week. Some purchases made here and there but movement not as brisk as formerly.

Prices, however, considered steady to firm at last paid levels. Case leather of 2/3 ounce has been bringing 41c and 3/4 ounce moved at 43-44c.

Prices on Grade A russet strap leather listed unchanged, 4/5 ounce at 51c, 5/6 ounce at 53c, 6/7 ounce at 55c, 7/8 ounce at 57c, 8/9 ounce at 59c, 9/10 ounce at 62c and 10/11 ounce at 65c. Grade B still 3c less and C Grade 6-7c under the above prices. Colors and glazed finish bring premiums amounting to 2-3c.

Work Glove Slow

Some orders placed again this week and additional steady business expected in these quarters. No particular price change reported although undertone has been firm reflecting recent advances in raw materials.

Meanwhile, work glove splits in LM weight quoted at 15c for No. 1 grade, 14c for No. 2 grade, and 13c for No. 3 grade. M weight alone also quoted unchanged, No. 1 grade at 16-17c, No. 2 at 15-16c and No. 3 at 14-15c.

Garment Wanted

Movement of sheepskin garment leather surprisingly good despite buyer resistance to some of the higher prices recently named by sellers. Tanners, in general, have had to be firm in pricing their productions because of light raw material supplies and stronger prices prevailing in both foreign and domestic markets for pickled skins.

Suede still the best seller at 36-38c and down and up to 40c and down for choice tannages. Better productions of grain finish have been bringing 33-34c and down but some ordinary tannages have been difficult to move at above 30c and down.

Tanning Materials Steady

Tanning materials market steady with quotations showing no change over last week. Extracts also unchanged. Tanning Oils continue on a firm basis.

Raw Tanning Materials

Divi Divi, Dom., 48% basis shp't, bag...	\$72.00
Wattle bark, ton "Fair Average"	\$104.00
..... "Merchantable"	\$100.00
Sumac, 25% leaf	\$110.00
Ground	\$110.00
Myrobalans, J. 1's Bombay	\$46.00
Sorted	\$48.50
Genuines	\$53.50
Crushed 42-44%	\$65.00
Valonia Cups, 30-32% guaranteed	\$64.00
Valonia Beards, 40-42% guaranteed	\$86.00
Mangrove Bark, 30% So. Am.	\$58.00-59.00
Mangrove Bark, 35% E. African	\$78.00

Tanning Extracts*

Chestnut Extract, Liquid (basis 25% tannin), f.o.b. plant	
Tank cars	4.25
Barrels, c.l.	5.10
Barrels, l.c.l.	5.42
Chestnut Extract, Powdered (basis 60% tannin), f.o.b. plant	
Bags, c.l.	10.92
Bags, l.c.l.	11.65
Cutch, solid Borneo, 55% tannin08 1/4
Hemlock Extract, 25% tannin, tk. cars f.o.b. works0625
bbls. c.l.06 1/4
Oak bark extract, 25% tannin, lb.06 1/4
bbls. 6 1/4-6 1/2, tks.06 1/4
Quebracho Extract:	
Solid, ord., basis 63% tannin, c.l.	11 31/64
Solid clar., basis 64% tannin, c.l.	12 3/16
Wattle extract, solid, c.l., East African 60% tannin	10.25
Wattle extract, solid, c.l., South African 60% tannin	10.40
Powdered super spruce, bags, c.l.05 1/4; l.c.l.
.....	.05 1/4
Spruce extract, tks., f.o.b. wks.01 1/4
Myrobalan extract, solid, 55% tannin ..	.07 1/4
Myrobalan extract, powdered, 60% tannin10
Valonia extract, powdered, 63% tannin ..	.10
Quebracho Extract, Powdered, Swedish spray dried, 76-78% tannin16 1/4
Wattle Extract, Powdered, Swedish, 73% tannin15 1/4
Powdered Spruce, spray dried, Swedish ..	.04
Myrobalan, Swedish, Powdered 68-70% ..	.11 1/4
Oakwood, Swedish, solid, 60-62%11 1/4
Oakwood, Swedish, powdered, 64-66% ..	.12
Larchbark, Swedish, solid, 54-56%11 1/4
Larchbark, powdered, Swedish spray-dried, 58-60%12 1/4

Tanners' Oils

Cod Oil, Nfd., loose basis, gal.90-.95
Cod, sulphonated, pure 25% moisture ..	.13-.13 1/2
Cod, sulphonated, 25% added mineral ..	.12
Cod, sulphonated, 50% added mineral ..	.10 1/4
Castor oil, No. 1 C.P. l.c.l.28 1/4
Sulphonated castor oil, 75%26
Linseed oil, tks., f.o.b. Minn.152
drums167
Neatsfoot, 20" C.T.32
Neatsfoot, 30" C.T.30
Neatsfoot, prime drums, c.l.16
l.c.l.18
Neatsfoot, sulphonated, 75%16 1/2-17 1/4
Olive, denatured, drs. gal.	2.05
Waterless Moellon14
Artificial Moellon, 25% moisture13
Chamois Moellon, 25% moisture11-12
Common degreas18-20
Neutral degreas30-31
Sulphonated Tallow, 75%11-12
Sulphonated Tallow, 50%07-08
Sponging compound13-14
Split Oil11-12
Sulphonated sperm, 25% moisture14-15
Petroleum Oils, 200 seconds visc., tks., f.o.b.16
Petroleum Oils, 150 seconds visc., tks., f.o.b.15
Petroleum Oils, 100 seconds Visc., tks., f.o.b.14

*Imported Extracts are plus duty.

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TANNER

GROWING PRICE RESISTANCE HOLDS HIDE PRICES DOWN

Build-Up Of Unsold Hides Reported As Tanners Back Off Market

Packer Hides Slide

More price resistance from tanners developed in the big packer hide market this week and trading was very slow to get under way. Big four packers once again found tanners inclined to back away from the market and bid prices down by as much as a cent for most selections. While these sellers had been able to hold the market at mostly steady prices in the preceding week, it was apparent that supplies were becoming somewhat more liberal. There was a carryover of unsold hides this week in all selections with the possible exception of northern heavy native cows and branded cows.

With a continuance of heavy slaughtering operations, production of hides is still large and the slower rate of trading in the big packer market is causing an accumulation of supplies here and there. Early May receipts of cattle at principal live markets have been the largest on record and in Chicago they are the largest since 1931.

Buyer resistance to present levels for big packer hides more or less expected because it was felt that recent price advances were too rapid. On numerous occasions, the advances were paid by speculative interests and

those tanners who needed hides had to follow reluctantly and pay the higher levels.

At the same time, speculative operators have sensed the change in the market and there has been a noticeable easing of hide futures. This development has brought out quite liberal offerings of resale hides by traders. According to some sources, resale lots of heavy native steers were purchased down to 15-15½¢ and light cows as low as 19-19½¢.

Independents Ease

An easier undertone seemed to be developing on most selections of hides as large midwestern independent packers found demand for their hides not as broad as formerly. As in the big packer market, price resistance from buyers was strong.

On Tuesday this week, a large Independent packer reported to have sold 1,000 Indianapolis heavy native steers at 15¢, considered 1¢ off. This seller also sold 800 Chicago heavy native steers containing some kosher

at 14¾¢. and 800 Chicago branded steers, all weights, at 12¾¢ for practically all kosher hides.

There were also rumors that a large outside packer sold light cows at a cent down but details and confirmation lacking.

On the Pacific Coast late last week, one of the larger packers sold 2,700 California May steers at 14½¢ for butts, 14¢ for Colorados and branded cows at 16½¢, fob. Fresno.

Small Packers Limited

Interest shown for small packer hides rather limited of late and many tanners have been withdrawing from the market or naming lower buying ideas. While a number of small packers were asking advances, the easier undertone has brought about a change in sentiment and many of these sellers later indicated a willingness to book additional business at steady prices.

Small packer hides averaging around 46-48 lbs. held at 17-17½¢ selected fob. but very little new business indicated. Some 50-52 lb. avg. small packers reported sold down to 16-16½¢ fob. Also, a few choice lots brought the 16½¢ price, one car involving 60 lbs. down steers with about 20% cows averaging 52 lbs., while two cars of 52-54 lb. avg. good small

HIDE FUTURES

COMMODITY EXCHANGE, INC., FUTURES MARKET

	Close May 14	Close May 7	High For Week	Low For Week	Net Change
July	18.23T	18.10T	18.23	17.80	+13
October	17.35T	17.35T	17.40	16.98	—
January	16.40B	16.45B	16.55	16.15	—05
April	15.90B	15.97B	—07
July	15.58B	15.67B	—09
October	15.28B	15.37B	15.42	15.13	—09

Total Sales: 278 lots

HIDE AND SKIN QUOTATIONS

	Present	Week Ago	Month Ago	Year Ago
Heavy native steers	15 -16	16 -16½	13½-14	14 -14½
Light native steers	18 -19	19 -19½	16½-17	18½
Ex. light native steers	22 -23	23	19½	20
Heavy native cows	17 -18½	17½-18½	14 -15	14½-15½
Light native cows	19 -20	20 -20½	17½	17 -18
Heavy Texas steers	14 -15	15	12	12½
Butt branded steers	13½-14½	14½	11½	12½
Light Texas steers	16 -17	17	14½	16½
Ex. light Texas steers	20½-21½	21½	17½	18
Colorado steers	13 -14	14	11	11½
Branded cows	16½-17½	17 -17½	13½-14	14 -14½
Native Bulls	12½-13	12½	11	10½
Branded Bulls	11½-12	11½	10	9½
Packer calfskins	53½-57½	53½-57½	47½-57½	32½-40
Packer kipskins	34 -40	31 -40	31 -37½	27½-32½

NOTE: Price ceilings have now been completely ended by the government. All remaining goods and services have been removed from price controls. All regulations winding up controls require that applicable records be held until April 30, 1955.

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packer allweights commanded the same figure.

Some ordinary 53-54 lb. avg. reported obtainable at 16c, 58 lb. avg. at 15-15½c and around 60 lb. avg. at 14-14½c selected fob. shipping points.

Country Hides Toppy

Country hide market looked topky, undoubtedly influenced by easier undertone in surrounding markets. While some 50-52 lb. avg. locker-butcher hides again sold at 14c flat tr'd fob. shipping points, more were reported obtainable on that basis.

Good mixed lots of allweights containing some renderers held at last paid prices of 13-13½c with buyers talking about a half cent less. Renderer hides alone quoted around 12-12½c for fob. for 48-50 lb. avg. Glue hides nominal around 11c fob.

Kip Perking Along

Trading in kip skins a feature. One big packer sold April-May production of about 2,500 northern kip and overweights at 40c and 35c respectively, while another sold March-April-May output estimated up to 6,000 skins at 40-35c for northern and 39-34c for Oklahoma City production. A third big packer sold about 5,000 May production Fort Worth kip at 39c and overweights at 34c fob.

No new trading in big packer calfskins reported since the recently noted sales of Wisconsin, River and smaller plant productions on the basis of 57½c for heavies and 53½c for lights. Interest in big packer slunks at better than last paid price of \$2.25 for regulars. Sellers have indicated ideas of \$2.50. Some large hairless slunks sold at 85c.

New sales of small packer and country skins difficult to confirm and the market for these items is more or less nominal at last quoted prices.

Horsehides Hold

While beef hides had easier undertone during past few days, horsehide situation has remained strong. This is due to limited supplies and a continued demand for meager offerings generally held at higher prices.

Some business in good untrimmed northern slaughterer whole hides at \$11.00 fob. while a couple of 70 lb. avg. or heavier northern slaughterers brought \$11.50-11.60 fob. Unconfirmed reports that as high as \$12.00,

untrimmed, has been paid for very choice hides.

Meanwhile, some less desirable lots have sold at discounts. One car of 60-62 lb. avg. mixed northern slaughterer and renderer whole hides sold at \$10.00 untrimmed, fob. Trimmed hides figured about \$1.00 less although horse tails have brought up to \$1.25 selected.

Fronts have sold higher at prices ranging from \$7.00 up to \$8.00. Reports some big northern fronts of choice quality brought as high as \$8.50. Butts, 22" and up, range \$3.75-4.00.

Sheep Pelts Move

Further business in big packer shearlings reported within the range of \$2.35-2.50 for No. 1s with some less desirable lots going at \$2.25. Sales of No. 2s made at \$1.70-1.75 and No. 3s at \$1.10-1.15, these prices considered steady.

While regular lots of big packer clips last brought \$2.85-2.90, one choice lot brought \$3.00. Some small packer productions have sold at discounts, ranging \$2.50-2.60 for clips, \$2.15 for No. 1s, \$1.45 for No. 2s and \$1.00 for No. 3s.

Last reported sales of genuine

spring lamb pelts at \$2.65-\$2.75 per cwt. liveweight basis for choice west-erns such as Arizonas and Californias. Following sales of late April wool pelts at \$4.85-4.90, there are reports some midwestern packer May pelts have brought up to \$5.25 per cwt. liveweight basis. Full wool dry pelts sold a cent up at 29c delivered.

Pickled skins stronger. Some winter sheep-lambs sold at \$14.00 and genuine spring lambs at \$15.00 per dozen.

Dry Sheepskin Restricted

Trading restricted as not much interest and then usually at prices below sellers' views.

At the last Australian wool sheepskin auctions, reports from Melbourne that the sheepskin market generally par to three pence dearer while at Sydney, 46,000 skins offered and sheepskins, 50's up, were one to two pence dearer, all other descriptions firm. Other varieties of pulling skins slow.

Reports from Chile that London is buying frigorifico lambs, pulling skins and shearlings at equivalent to 50c per lb. c&f., about 5c above our buyers' views. Some negotiations



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pending with pullers here but when London stepped into the market and bid over our levels, the deals fell through.

Hair sheep markets slow as not too much interest and then at prices below shippers' views. Not many offerings of Brazil cabrettas due to uncertain exchange conditions. Some negotiations pending around \$12.50, basis manufacturers, for regulars but most shippers entertain higher ideas. Other varieties difficult to quote.

Shearing market continues slow and nominal.

Pickled Skins Active

New Zealand market more active during the past week with reports that North Island sheep selling at from 117-126 shillings depending upon brands. On a tender of "Wallaacetown" skins, 5,000 dozen lambs went at 112 shillings and 2,000 dozen sheep at 121 shillings.

Domestic market firmer with reports that winter lambs and sheep sold at \$14.00 and springers brought \$1.00 more.

Reptiles Slack

Trading restricted as most buyers

seem to be out of market at the present time. Offerings somewhat larger and while prices are lower, they are still above ideas expressed by buyers.

Some sellers feel Madras bark tanned whips, 4" up, averaging 4½ inches, 70/30 selection, could be moved at 50c and skins averaging 4¾ inches at 55c, although no definite bids are in the market.

Calcutta market firm and U.P. whips, 5" up, averaging 4½ inches, 60/40, held at 48c. Lizards have also slowed down as offers of wet salted Bengals, 10" up, averaging 11 inches, 80/20 selection, at 81c and skins 11" up, averaging 12 inches, at 91c, failed to draw counter bids.

No late offer of Brazil back cut tejus and some shippers have firmed up again following late sales. Chameleons and giboias slow and nominal. Ring lizards firmly held and buyers unwilling to meet the latest prices asked. Occasional sales of alligators and Somaliland, 3 feet and up, sold at \$4.00.

Deerskins Improved

A little more interest and activity noted although no volume business due to small offerings and firmness of sellers. New Zealand market nominally quoted at 78-80 cif. Some Siam deerskins sold at 63c, basis manufacturers, while Brazil "jacks" have sold at 59c to 62c, basis manufacturers for Manoa and Paras and at 63c, basis manufacturers, for Maranhos. Some shippers asking 60c fob., basis importers.

Some trading in Central American descriptions. Good demand for deer leather.

Pigskins Sluggish

As most buyers in Fulton County seem to be out of the market, dealers are bidding lower prices. Shippers at origin, however, slow to accept lower bids and still holding for their views.

Some trading in Para peccaries with greys going at \$1.60 and blacks at \$1.30, fob., basis importers. However, buyers now talking 10c less. Best bids for Manaos grey peccaries \$1.80 fob., basis importers, and about \$1.30 fob. for blacks.

Chaco carpinchos sold at \$3.15 c&f. and that generally asked. Some quiet trading in Peruvian peccaries.

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NEWS QUICKS

About people and happenings coast to coast

Maryland

• **Druid Oak Belting Co.** of Baltimore reports it has erected a new plant at 2317 Cecil Ave. The one-story building contains some 5,000 square feet of floor space. Harry C. Staley is president.

Michigan

• **The Detroit and Michigan Shoe Retailers Associations** were recently cited by the Michigan Legislature for their efforts in the Shoe Drive in behalf of refugees and destitute civilians in Korea and other foreign countries. Nathan Hack is state chairman and Sam Plotler is Detroit chairman.

Texas

• Key speaker at the **National Hide Association Convention** June 15-16 at the Shamrock Hotel in Houston, Tex., will be **Edgar K. Orr**, president and treasurer of **Edgar S. Kiefer Tanning Co.** of Grand Rapids, Mich. Orr will speak on new uses for leather.

Tennessee

• **General Shoe Corp.** will erect a new 50,000 square foot building in Nashville for the manufacture of shoe chemicals such as finishes, specialized adhesives, etc., as well as other industrial chemicals, according to **J. P. Saunders**, vice president of the firm. The building will be erected after bids are received and contract awarded.

Ohio

• **Selby Shoe Co.'s** Casual Division has turned out its two-millionth pair of shoes at the 10th St. plant in Portsmouth. The casual division has been the steadiest of all Selby divisions over the past few years, having been originally started at the Selby main plant in 1941. **C. H. Yates** is general superintendent.

• **Prima Footwear, Inc.**, Columbus manufacturer of women's and children's dance footwear, has added a third new plant to its manufacturing facilities. All manufacture of dance footwear and ballerinas will be moved from the main Prima plant at 705 Ann St. to the new building at 547 Wager St., which will be known as **Prima Theatrical Footwear, Inc.** The company has also entered the misses'

field with a new line of wedges and outside heel patterns.

Virginia

• **Hofheimer's, Inc.**, retail shoe chain, has purchased the four-story Hecht building in Norfolk and will use it as a distributing center for its 16 stores. The firm's Norfolk offices will also be moved to the new building where another retail store will be opened.

Massachusetts

• Involuntary petition in bankruptcy has been filed against **Hermal Shoe Co.**, Everett shoe manufacturer, in Boston Federal Court, it is reported. Creditors also claim the company made a general assignment for the benefit of creditors on April 28 to **Maurice Simon**.

• Involuntary petition in bankruptcy has been filed in Boston Federal Court against **Mitchell Shoe, Inc.** of 191 Lincoln St., Boston.

• Service pins for 10-year employment were presented to 27 employees of the **Brezner Division of Allied Kid Co.**, Boston, by **Melvin M. Snider**,

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LEATHER and SHOES

general manager, on the occasion of the tannery's celebration of its 11th anniversary April 13.

• **Randolph Mfg. Co., Inc.** Randolph manufacturer of men's, women's and children's canvas footwear, casuals and athletic shoes, has added two new items to its line. One is a hidden gore tassel moccasin with fabric upper on rubber-wrapped rubber and cork wedge sole. Second is a women's lightweight rain boot in waterproof poplin and rubber sole. Trade name is "Randy Shower Boot."

• **King Leather Products, Inc.**, has been organized in Brockton to make shoe linings. Merton P. Minsky is president; David Minsky is vice president; and Charles V. Rubin, treasurer. Authorized capital is 500 shares no par common stock.

• **American Polymer Corp.** reports its Peabody plant, damaged April 30 by an explosion, will be back in production within three to four weeks. Customers are being served in the meantime by other plants in Leominster, Mass., Illiopolis, Ill., and Toronto, Canada.

• **Sportwelt Shoe Co.** of North Easton has purchased another factory at Nashua, N. H., for production of heavier and work shoes, according to Emanuel Alberts, president, and Bernard H. Simmons, general manager. The new company will be known as Alberts Nashua Shoe Corp. Operations are scheduled to begin shortly with production at 2,400 pairs daily. Ray Chartrain is in charge of the plant. Sportwelt is hiring more workers at its North Easton plant to help handle increased military shoe contracts.

• **Regis Leather Co.**, which is discontinuing operations in Peabody, Mass., will shortly open a new tannery in Raymond, N. H.

• **Kladky Leather Co. Inc.**, of Boston has moved to new offices at 729 Atlantic Ave. Offices were formerly at 60 South St.

• **Northwestern Leather Co.** of Boston reports net income for the March 1953 quarter at \$29,137, equal to 18 cents a common share on net sales of \$3,367,861. This compares to a net of \$80,929 or 49 cents a share on sales of \$3,709,655 in the same period of 1952.

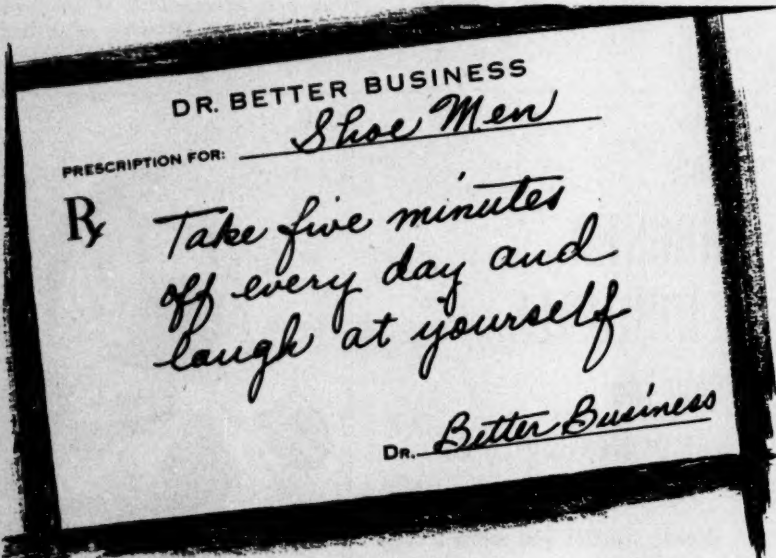
• **Printers' Ink**, national magazine of advertising, management and sales, has reproduced in full size in its May 1st issue in the New Idea File section a new advertisement of **Brockton Cut Sole Corp.** of Brockton which appeared in the April 11 issue of **LEATHER AND SHOES**. The ad is one of a series currently running in L&S featuring personalities who have been in the employ of the Brockton company for a long period. It sells "pleasant employee relationship" as encouraging "quality and dependability" of the product.

New Jersey

• A new waterproof shoe fabric made from vinyl-coated India cloth is being introduced by **Automotive Fibers Co.** of Trenton. The fabric, claimed as especially suitable for the slipper trade, comes in 23 different colors.

• **Raven Tanning Co., Inc.**, has been organized in Newark to tan and finish skivers. Officers of the company are Morris W. Greenstein, president; Anthony Stranviskas, vice president; and Peter Stranviskas, secretary.

• Referee has confirmed sale of assets of **David Sandow**, trading as Trenton Jobbing Mfg. Co., and Trenton Surplus Centre, for a total of \$6,519. The firm handles wholesale, retail and mail order footwear.



YES, the experts say the best way to dissolve ulcers, soothe nerves, and refresh yourself is to take a few minutes every day to see the lighter, brighter side of your business . . . you can do it and be a better business man for it, with a copy of "Shoeman's Holiday," the sparkling new book by Harold R. Quimby, secretary of the National Shoe Manufacturers' Assn.



In "Shoeman's Holiday" you'll find belly laughs, chuckles, smiles . . . prose, poetry, cartoons that are waggish and whimsical . . . get a copy now and get enough to send to your friends . . . in hard cover, \$2.50 per copy . . . in soft cover, \$1.50 per copy (more than 6 copies, \$1.25 each.)

RUMPF PUBLISHING CO.

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• **Pierini Tanning and Dyeing Co.** has been organized at 26 Journal Sq., Jersey City.

Pennsylvania

• **Barre Slipper Co.**, Wilkes-Barre, has purchased a building containing 27,000 square feet of floor space. The purchase is part of the firm's expansion program.

• Some 267 boy scouts were recently taken on a guided tour of the **Eberle Tanning Co.** plant at Westfield. All processes involved in the tanning of Tioga Oak sole leather, complete from green hides to cut stock, were demonstrated by Eberle personnel.

Maine

• Shoe machinery, leather and findings, equipment, etc. of **Federal Shoe, Inc.**, Lewiston firm, were sold at auction on the premises May 12. The plant was recently purchased by Knapp Bros. Shoe Mfg. Co. of Brockton, Mass.

• Two new moccasins featuring springy crepe soles used in leisure and casual footwear have been added to the line of **Sebago-Moc Co.** of Westbrook.

New Hampshire

• Ted Weiss is president and Charles Lawrence is vice president of **Imperial Footwear, Inc.**, the new company which recently purchased R. B. Ireland Shoe Co. in Dover. Both are officials of Weiss-Lawrence Corp. of Somersworth.

New York

• **Olson Sales Agency** of New York has been appointed exclusive sales agent in the U. S. for the well-known N.C.S. Brand, South African wattle extract.

• **Boston Leather Co., Inc.**, New York cut sole wholesaler, is reported discontinuing the business after having paid liabilities in full.

• **Wohl Shoe Co.** of St. Louis, subsidiary of Brown Shoe Co., has opened a New York sales office at Room 1150 of the Marbridge Bldg., according to Eugene Roessel, sales manager. Meyer Epstein is in charge of the New York office.

• Creditors' committee for **Gard Footwear Co.**, Brooklyn shoe firm, reports the company has agreed to pay creditors a sum equal to 27½ percent of all general claims, payable in cash.

Gard has already sold its stock of machinery, furniture, fixtures and equipment from its factory to Philip Pagano.

• **Amity Slipper Corp.**, Brooklyn maker of house slippers, has filed a second amended Chapter XI plan providing for 10 percent cash and six two and one-half percent notes maturing monthly beginning in Aug.

• Involuntary petition in bankruptcy has been filed against **George Weiner & Sons**, manufacturer and wholesaler of wallets, located at 37 West 39th St., it is reported.

• Creditors' committee for **North**

Lebanon Mfg. Corp. has approved a proposed amended Chapter XI plan to pay creditors 100 percent. It is proposed to pay creditors five percent in Aug. and Sept., 10 percent in Nov., seven and one-half percent in Jan. 1954, five percent in Feb. and March, seven and one-half percent in April and May, five percent in June and July, seven and one-half percent in Aug., 10 percent in Sept., Oct. and Nov.

• Edward Atkins, executive vice president of the National Association of Shoe Chain Stores, reports that member companies are cooperating in the nation-wide **American Relief for**

BARKEY IMPORTING CO., Inc.

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IMPORTERS

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Korea clothing campaign and have already shipped several thousand pairs of shoes to the relief organization's warehouse.

• **Suburban Shoe Corp.** is reported to have commenced operations at 68 Newman Court, Hempstead, L. I.

• July 20th and Sept. 4th have been selected as the next two opening dates—the first for second fall and holiday wear, the next for resort fashions—by the **Guild of Better Shoe Manufacturers**. Footwear will be

exhibited in member showrooms throughout the New York area.

New York

• Machinery and equipment of **Ira Leather Goods Co., Inc.**, New York manufacturer of ladies' handbags, were sold under three chattel mortgages for \$12,400 which will be offset against mortgages totaling approximately \$24,000. Surplus merchandise at the Perth Amboy plant was sold at auction for \$16,000. It is reported that the firm will continue operations but will use contractors for manufacturing.

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LEATHER and SHOES

Canadian Notes

• Operations of **Davis Leather Co., Ltd.**, of Canada, for the first quarter show a moderate operating profit compared with an operating loss for same period of 1952. Inventories are further lowered with the result that current liabilities, including bank loans, are reduced substantially from Dec. 31.

• **Imports of raw hides and skins** into Canada increased to \$1,009,000 in the first two months of 1953 compared with \$902,000 in 1952. Unmanufactured leather advanced to \$1,691,000 against \$1,062,000, with manufactured leather rising to \$1,555,000 against \$939,000.

• **Chartered Trust Co.**, Toronto, is offering for sale an old established shoe manufacturing business, producing women's popular-priced sandals, street, evening and play shoes as well as men's casuals, with a daily productive capacity of 3,000 pairs. The entire undertaking is being offered for about \$200,000.

• **Department store sales** of women's, misses' and children's shoes across the nation increased 10.3% in dollar volume in first quarter of 1953 compared with 1952 and men's and boys' shoes rose 4.6%.

• There were 20,534 employees reported in the leather footwear industry at Feb. 1 this year and their average weekly salaries and wages advanced to \$40.68 on that date compared with \$37.34 a year ago, with average hourly earnings rising to 90.7c against 86.5c last year, Canadian Government announces.

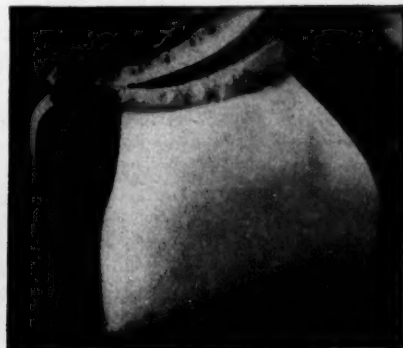
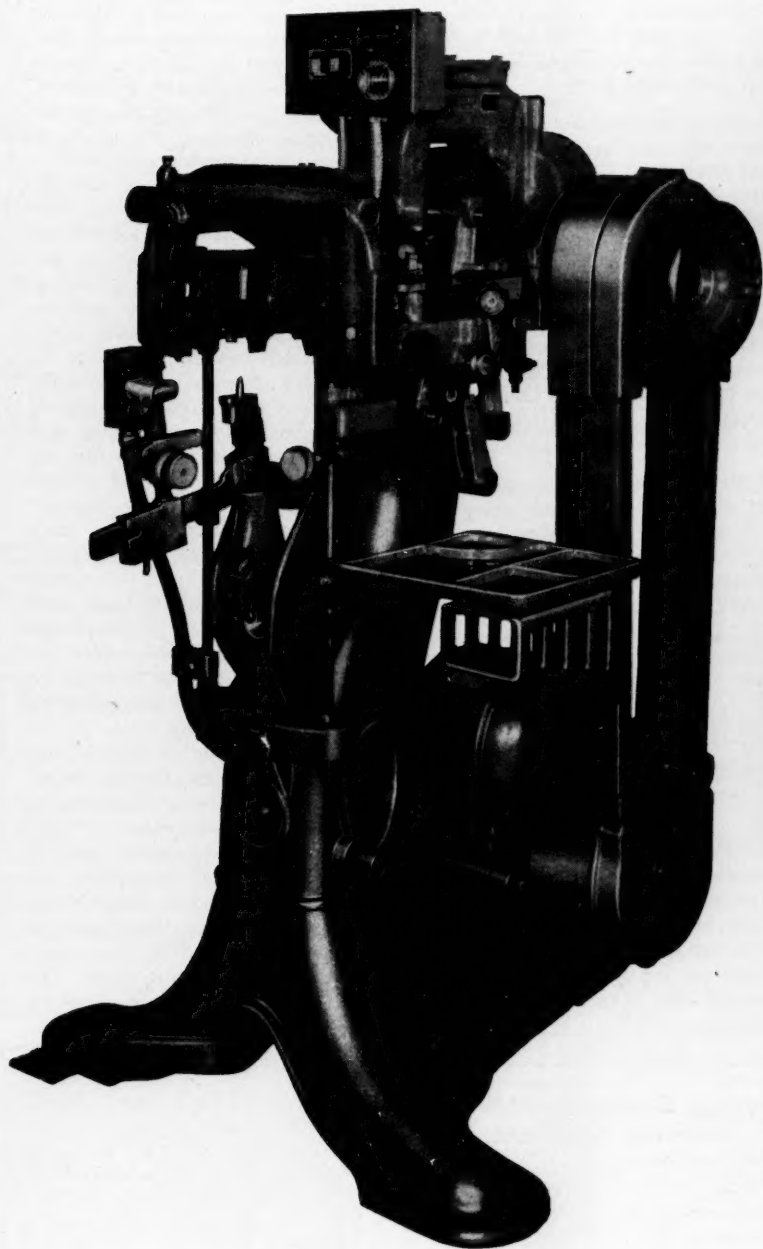
• **Chain shoe store sales** across Canada increased 5% in dollar volume in March compared with the same month last year but advanced 12.9% during the first quarter against a year ago. Value of such stocks in these stores rose 12.3% in this period.

• Value of **shipments** of Canadian leather tanneries declined to 66.8 in Jan., 1953, compared with 80.2 in previous month and 72.5 in Jan., 1952, based on 1947 being 100.

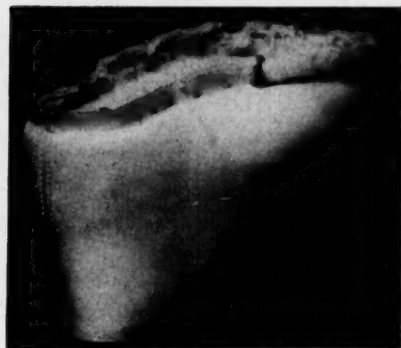
• **Exports of raw hides and skins** from Canada increased to \$1,751,000 in the first quarter of this year compared with \$1,500,000 a year ago, and leather and products advanced to \$2,012,000 in this period against \$1,374,000.

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BOSTON, MASSACHUSETTS

LEGG CITES TEN CHIEF RETAIL NEEDS

Shoe Travelers Told To Study Trends

In an address before the Northwestern Shoe Travelers in St. Paul this week, James Legg, vice president of Heydays Shoes, Inc., St. Louis, cited what shoe retailers and salesmen now consider the 10 foremost "needs" of the industry. These follow in order of their importance:

1. *Better lines, better styling, better shoes:* The industry, now giving full recognition to this problem, has set up a variety of technological investigations. For example, the Factory Management Conference; the organized effort in the Midwest to seek out more and better shoe workers; etc.

2. *Better public relations:* "Our industry," said Legg, "is sorely lacking on this point." But, he added, proper steps are being taken. For instance, "The New In Shoes" program; more play being given to shoes by the fashion magazines.

3. *Better deliveries:* Legg urges retailers to buy more frequently but in smaller lots per purchase. "This would reduce costs, require less capital, reduce mark-downs. It would do much to level out plaguing peaks and valleys; would speed up deliveries. Seasonal peak and lull buying by consumers is largely due to faulty "training" by manufacturer and retailer.

4. *Factory-owned or factory-dominated shoe stores:* Legg cites as a "fallacy" the merchandising of brand names rather than the merchandising of shoes. Chains, for instance, account for 50 percent of shoe store sales, yet sell no factory brands, only their own store names. "Growth by merger isn't growth at all," said Legg. Factories are so busy "insuring" production with retail outlets that they're forgetting customer servicing, styling and other personalized attentions given by independents. As to stopping the factory-owned-store trend, only organized efforts by independents can do it.

5. *More sales training:* This is an industry-wide job. A specialized industry needs specialized training of personnel. Our sales people "should cease auctioning off their wares and begin to fit them into the needs of

the customer—the true meaning of selling, anyhow."

6. *Better salesmen, better selling:* Don't put all the blame on the salesman. Remember, the company establishes his sales policy, gives him his line of shoes—all without his council. He picks it up from there, right or wrong. Friendship as a selling aid is fine. But friendship in place of good merchandise, never.

7. *More factory-retailer cooperation:* The man with the purchase money—the retailer—is boss man. If he wants cooperation, he holds the trump card to get it.

8. *Better merchandising:* "Fewer mammoth promotions and more perpetual promotions would help. We've so trained consumers on markdown sales that 'many stores will do a majority of their business during cut-price events.' One answer, says Legg, is fewer markups with consequent fewer markdowns. He quotes a prominent merchant: "Retailers should give up the job of being sales agent for the factory, and become the purchasing agent for their own customers."

9. *More commissions for salesmen:* Legg says there's no such thing as a "complete line" of shoes by any one maker. He suggests that road salesmen might add a non-conflicting line to their own, thus increasing income within present territory without time or effort sacrifice to either line.

10. *Better stock departments:* Many factories are enlarging in-stock departments. But only for staples. On fashion merchandise, impractical.

In concluding, Legg urged that the consumer be returned to his rightful position of boss; that retailers should be governed by needs and wants of consumers, and not by persuasive dictates of the manufacturer. This done, all will benefit, manufacturer included.

Hussco Supply Depots To Service Retailers

Independent retailers will get warehousing facilities for fast re-ordering of shoes from the Hussco Shoe Co., Honesdale, Pa., thus enabling them to compete on an equal basis with factory-owned stores having supply depots placed strategically throughout the country.

According to William Manowitz, Hussco president, many independent

PACKERS TOLD TO GET HIDE CONSCIOUS

Hide Man Says Poor Takeoff Is Backfiring

Paul Simons, Boston hide broker charged the meat packers with "complacency, apathy and indifference" in the matter of hide takeoff. This has not only resulted in low-value hides but is cutting into packers' prospective profits.

Addressing the recent convention of the National Independent Meat Packers Assn. in Chicago, Simons said that the carelessness of packers, particularly smaller packers, was "drastically affecting the price of your most important by-product."

"Those by-products spell the difference between potential profit and potential loss," Simons pointed out that the 35,000,000 cattlehides and calfskins shipped annually amount to a half billion dollars yearly—and this is reflected in the gross income of the livestock and packing industries."

Claiming that the packers themselves were responsible for low or unprofitable hide prices, and also claiming that continued apathy and carelessness on the part of packers could seriously damage the commercial future of hides, Simons made several recommendations to improve these conditions.

"The vast majority of small packers and slaughterers produce hides that yield much less leather than they should, due to careless take-off, improper or insufficient cure, and poor delivery."

Simons urged the packers to join the campaign of the Leather Industries of America with material contributions and other efforts.

He said that if greater care is given by packers to the take-off and preparation of hides, "leather can become the most economical material to use—practically 100 percent usable with a minimum of waste. This would sound a death knell to the expanding use of substitutes."

retailers cannot carry large stocks on hand, due to limited space and funds. They must depend upon re-ordering and rapid delivery. If stock facilities aren't nearby, slow deliveries and consequent lost sales create a serious problem.

Hussco, therefore, is setting up warehouses or supply depots with large inventories in selected spots throughout the country to service retailers on spot notice.

Deaths

Elmer J. Gormley

... 57, shoe sales executive, died suddenly May 7 while attending a conference at the home offices of International Shoe Co. in St. Louis. He was general manager of International's Sundial Shoe Co. in Manchester, N. H. A veteran of the shoe industry, Gormley was with Emerson Shoe Co. 10 years from 1915 to 1925 before joining the Morse and Rogers Division of International Shoe Co. in New York.

In 1941, after having served 13 years as warehouse superintendent, he was appointed sales manager. He was appointed general manager of the Sundial Shoe Co. in 1943 when International consolidated its Boston and New York offices. He was active in community affairs and a well-known member of the New England Shoe and Leather Association. Surviving are his wife, Helen A.; a son, B/M 3rd Class Robert J.; a brother, Charles H.; and a sister, Mrs. Joseph Downey.

Joseph W. Glenn

... leather products executive, died May 7 in Clifton Heights, Pa. He was a partner in the firm of Joseph

Glenn and Sons, Clifton Heights manufacturer of textile leather products and glazing straps.

Harry Tufts

... 78, retired leather manufacturer, died May 5 at Friends Hospital in Philadelphia, Pa. He was former vice president of Dungan, Hood & Co., Inc., Philadelphia tanner, before his retirement in 1945. Tufts was a Mason and member of other fraternal organizations. He leaves his wife, Ida M., and a daughter, Mrs. E. Jane Reinert.

G. E. Southwick

... 90, shoe executive, died of heart disease recently at the Hotel Chase in St. Louis where he had resided for many years. He was former secretary-treasurer of Brown Shoe Co. in St. Louis and well known throughout the shoe industry. Southwick first joined Brown in 1880 and retired in 1914.

Nathan F. Hopkins

... 87, shoe machinery executive, died suddenly May 10 while at his home in Rockland, Mass. Active in the New England shoe industry for many years, he served with United Shoe Machinery Corp. for 45 years and was a promi-

nent consultant on various types of shoe machinery. He was a member of the USMC Quarter Century Club. Surviving are his wife, Ethel C.; a son, Raymond E.; and three grandchildren.

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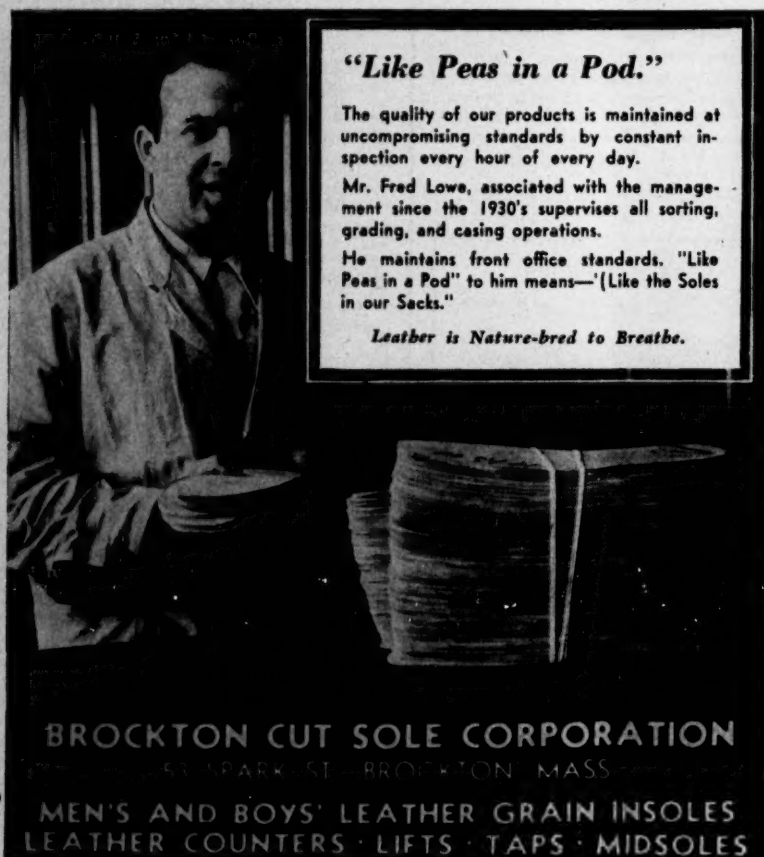
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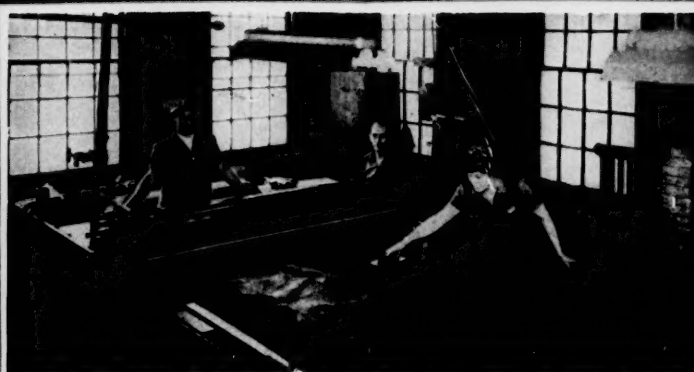
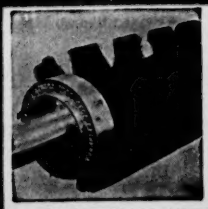
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